One ceiling type in the fur storage

vault of the Maurice Silvey Fur Co.,

One cabinet type installed in the wall

of the display, room of Eisenberg & Sons Inc., ladies' dress shop of Chicago.

COOKE SEAL CHANGED TO ROTARY SEAL CO.

CHICAGO-Executive reorganization and refinement of refrigeration com-pressor seals of the Cooke Seal Ring Co., here, has been completed by a new firm known as the Rotary Seal Co. with offices at 809 W. Madison St.

George P. Gilman is president of the new organization; Charles Muller, sec-retary-treasurer; and H. Jensen, vice president in charge of engineering.

Aside from compressor seals, the company is also furnishing pump seals for oil burners, and to Ford and Chevrolet dealers for replacement use on pumps.

The rubber seal packing which was used in the former Cooke design has been replaced with a composition packbeen replaced with a composition paca-ing furnished by the Garlock Packing Co. In addition, the seal has been re-designed so that less spring tension is necessary, resulting in less wear.

SPECIALIZING REFRIGERATION CASTINGS made of

ELECTRIC FURNACE IRON

SEMI-STEEL and GREY IRON ALLOYS

The Superior Foundry Co. Cleveland, O.

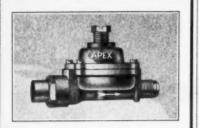
Metallurgical Advice Gratis

The Purest Sulphur Dioxide EXTRA DRY

Refrigeration Grade. Pure, easy to handle, does not deteriorate. Guaranteed not over 50 parts moisture per miliion.

Prompt shipments from own or agents' stockall over U.S.A.

VIRGINIA SMELTING COMPANY West Norfolk, Va. 75 West St., New York



Apex Automatic Refrigeration Specialties

Expansion Valves, Pressure Control Water Regulators, Gas Pressure Regulators, and Water Pressure Regulators.

APEX REGULATOR COMPANY FISHER GOVERNOR COMPANY MARSHALLTOWN, IOWA

GLASS FILLERS



2950 East 55th St.

Summer Comfort for Brokers



An Ilg-Kold room cooler (left corner) has been installed in Adrian Ettinger's office in the brokerage firm of Ettinger and Brand, Cleveland.

shop of the Hotel Hollenden, Cleveland. ILG ROOM COOLERS PUT TO MANY USES Chicago. One of One cabinet type installed in the clothes closet of L. M. Stein of Stein-Alstrin & Co., LaSalle St. brokers, Chi-

(Concluded from Page 1, Column 1) portion of the metal enclosure, with a centrifugal blower above the coils for forcing cooled air up through the grill in the cabinet top, up into the room.

Circulation is produced by settling of the cooled air to the floor where it is drawn by the blower back into the blower for recirculation. Moisture con-densing on the coils drops to the catchpan immediately below, and is drained

The overhead types of Ilg-Kold coolers are adaptations of Ilg unit heaters with special coils and adjustable de-flectors for distributing the conditioned air properly. They, too, may be cooled by direct expansion or by circulating cold water.

Manufacturing their own electric mo-tors for use with ventilating apparatus has been one of the chief interests of Ilg engineers because they wanted slowlig engineers because they wanted slow-speed motors (to obtain quietness of op-eration), coupled with characteristics suitable for driving a fan type of load. Ilg-made motors are designed to run at speeds varying from 850 r.p.m. to as low as 240 r.p.m., he explained. Another feature of the Ilg room cool-

ers is the fact that all the major parts, mtors, fans, coils, and housings, are manufactured right in the Ilg factory, making for single responsibility to the purchaser, he claims.

Recent installations include the fol-

lowing: Four ceiling type coolers in the basement of the F. & W. Grand-Silver chain

store, Minneapolis. Twelve overhead coolers in the Walter Powers restaurant in Chicago.

One cabinet type in the Stephen F. Whitman candy store, Philadelphia. Four overhead units in the Hook Drug tore, Indianapolis.

Five overhead units in the Candy Box, State St. restaurant in Chicago. One cabinet unit in Barney Grein &

Sons undertaking chapel, Chicago. One cabinet type in the executive's office of the A. G. Spaulding Co., Chi-

Two floors of the Hoover-Lehman

Two floors of the Hoover-Lehman store for mens' furnishings in Dallas, Tex., are cooled by overhead units. Two overhead Ilg-Kolds in the tea room of the John P. Harding restaurant chain, Chicago.

One cabinet type in the reception room of the J. A. Bowman residence, Evanston Ill.

Evanston, Ill.
Two ceiling type units in the barber

E. EDELMANN CO. DEVELOPS **NEW BRINE TESTING DEVICE**

CHICAGO-Companion instrument to Calci-Chlor-O-Meter for testing calcium chloride solutions, is the newly designed Brine-O-Meter for measuring the freezing point of a calcium chloride brine, according to E. Edelmann Co., manufacturers.

The new tester indicates the freezing

point of a salt brine at any tempera-ture, the announcement claims, by combining a thermometer and a hydro-meter with a correction chart for de-termining the reading. The Brine-O-Meter also shows the percentage of salt by weight of the solution, and the number of pounds of salt per gallon.



REFRIGERATION ATTRACTS PITTSBURGH M. E. STUDENTS

PITTSBURGH-Mechanical engineerng students at the University of Pittsburgh have shown a genuine interest in electric refrigeration, and a good many have elected to take the one-semester course in domestic refrigeration offered by that institution, according to F. H. Steining, assistant professor in the department of mechanical engineering who conducts the course.

The course consists of a three-hour laboratory period, and two one-hour lec-tures each week. Laboratory experi-

tion to accessories, constant tempera-

ture rooms, and test equipment."

The course was first offered during the second semester of last year. It is open to any student registered in the Engineering School who has successfully completed an elementary course in thermodynamics.

A number of the seniors are carrying on investigations for theses, he reports. Thus, one senior is now running tests on a special set-up of a Majestic refrigerator.

LOS ANGELES FIRM PLANS TO MAKE SOLID CO2

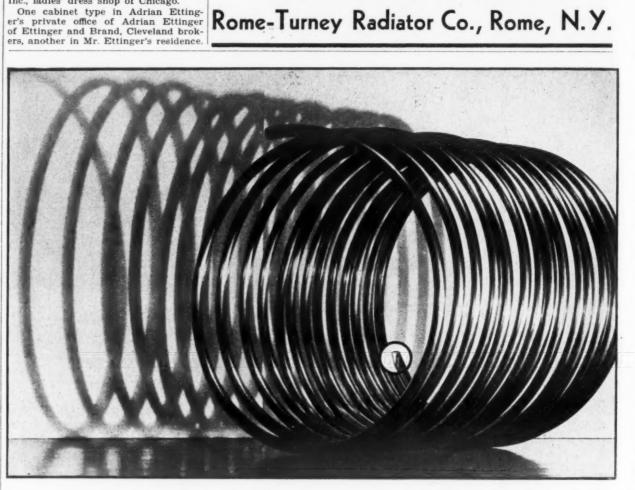
tures each week. Laboratory experiments are prepared by Mr. Steining; Woolrich's "Handbook of Refrigerating Engineering" is used for class-work. "Laboratory equipment includes the solid carbon dioxide from limestone demajority of the prominent refrigerating posits. H. Ashley Cooper has been machines," Mr. Steining says, "in addi-



Best for Condensers and Cooling Coils

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Rome-Turney Radiator Co., Rome, N.Y.



FRENCH COPPER TUBES

For Dependability

French Copper Refrigeration Tubes possess Stock sizes are 1/4 in., 3/8 in., 7/16 in., able service. Their grain structure is uniform. This important quality is in every coil because highest metallurgical skill and long manufacturing experience go into their short notice. production.

Refrigeration Tubes are smooth

and glossy . . . free from oxide and foreign matter. Each coil is dehydrated, sealed, rigidly tested, and reaches you ready for use.

the requisite properties for lasting, depend- 1/2 in., 5/8 in. and 3/4 in., all in .035 gauge. Heavier gauges can be made to order. Stock coils are 25, 50 and 100 ft. long. Other lengths can be supplied at

For special needs we offer French Interiors of French Delux Copper Copper Tubes either open- or closed-end, dried but not dehydrated.

There are French small diameter and thin wall seamless tubes for every requirement. Your request will bring full information.

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THE FRENCH MANUFACTURING COMPANY General Office: Waterbury, Connecticut

FRENCH REFRIGERATION TUBES

ELECTRIC REFRIGERATION NEWS

The business newspaper of the refrigeration industry

ISSUED EVERY WEEK VOL. 6, No. 16, SERIAL No. 144

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DETROIT, MICHIGAN, DECEMBER 23, 1931

TEN CENTS PER COPY

WESTINGHOUSE **CONTEST VICTORS** WILL FORM CLUB

Harding, Black, Minor Lead Field in Expedition

MANSFIELD, Ohio-The nine West-inghouse refrigerator salesmen who led their sales districts in the Westinghouse "On-to-Mansfield" contest will be charter members of the Quota Club, an honorary organization which will meet for the first time Dec. 29, it was announced Dec. 16 after results of the contest were

Winners of the contest, which extended from Oct. 12 to Dec. 12, with the mileage toward Mansfield accumulated by each, are: Allen Black, district 1, representing Allen Ingraham, Inc., New York City, 22,262 miles; C. B. Harding, district 2, salesman for the Electric Device Co., Springfield, Mass., 22,470 miles; Grover Goodman, district 3, of Howe & Rogers, Rochester, N. Y., 8,970 miles.

J. L. Mullen, district 4, selling for the Van Zandt Supply Co., Huntington, W. Va., 8,910 miles; C. L. Townsend, district 5, Chattanooga, Tenn., salesman working under the direction of Tafel-Williams, Inc., Nashville, Tenn., 6,115 miles; H. L. Buehler, district 6, repre-senting Danforth Refrigerator Co., Cleveland, Ohio, 15,650 miles.

Walter Tieche, district 7, of Wisconsin Sales & Supply, Milwaukee, Wis., 10,335 miles; George Minor, district 8, of the Arthur Lindburg Co., St. Louis, 22,195 miles, and L. R. Spates, district 9, of the Reubel Electric Co., Alhambra, Calif., 6,310 miles.

That competition was keen until the end of the contest is shown by the fact that only four of the nine winners were leading two weeks before the contest closed. These men were C. B. Harding. who piled up the most mileage of any of the district leaders, Allen Black, H L. Beuhler, and L. R. Spates.

The nine men will be the guests of the Westinghouse Electric & Mfg. Co., at Mansfield, Dec. 29 and 30. The Quota Club will be organized and officers elected at that time.

RACE, HILL PROMOTED BY KELVINATOR CORP.

DETROIT-William S. Race, assistant advertising manager of Kelvinator since September, 1930, has been appointed dis-

The position of assistant advertising manager has been filled by Hayden N. Hill, until now in charge of outdoor advertising. Outdoor advertising will now be under the direction of O. A.

In the Detroit office, Mr. Race devoted himself particularly to cooperative newspaper advertising. Previously he Products, Inc. He was educated at Texas College of Mines, University of Texas, and Columbia University.

Mr. Hill, a native of Detroit, is a raduate of Detroit City College. He Mr. Hill, a native of Detroit.

graduate of Detroit City College. He joined Kelvinator in 1926 in the purchasing department. In the spring of are as follows: Minnesota, North Dawlesonsin Illinois, Iowa, Nebraska, ing department, and in November, 1929, came to the advertising department.

Mr. Norman, a 1930 graduate of the University of Michigan, is a newcomer

GIBSON LINE DISPLAYED AT CHICAGO CONFERENCE

CHICAGO-A display of all models of the Gibson Electric Refrigerator Corp. line was on exhibition at the Stevens Hotel, here, this week. The display was arranged to accommodate a umber of distributors and dealers who

met at Chicago last week-end.
Frank S. Gibson, Jr., vice president
of the Gibson Corp., F. A. Delano, general sales manager, and P. W. Peck, southern district manager, attended the

Last Call for Group Subscriptions

Low Rates Expire Dec. 31

On January 1, 1932, the subscription price of Electric Refrigeration News will be increased to \$3.00 a year, due to publication EVERY WEEK instead of every two weeks. Until that time, you can still take advantage of the especially low rates for group subscriptions.

Why not appoint yourself a committee of one right now to see how many of your associates will join you in entering or extending subscriptions before rates go up? Point out to them how important it is for every man depending on refrigeration for a livelihood to have and read his own personal copy of Electric Refrigeration News, the business newspaper of the industry.

And note also for what a slight amount extra you can get a full year's service of Refrigerated Food News.

See coupon on page 11 of this issue.

Leading Manufacturers to Aid News in First Survey of Distribution Methods

Facts and Figures Being Collected for Publication In 1932 Refrigeration Directory

By F. M. COCKRELL

DETROIT-Another important chapter will be added to the Statistical Section of the 1932 Refrigeration Directory as the result of informal action taken last week by officials of the National Electrical Manufacturers' Association. The additional data now being collected will furnish the basis for a broad picture of the distribution system which is now delivering approximately one million

electric refrigerators per year to the American public. The information will be obtained directly from the office rec-ords of the leading manufacturers.

The present plan represents a revision of one presented at the November meeting of the manufacturers. The original proposal called for a nation-wide survey in which questionnaires would be directed to every distributor and dealer. After a study of the proposed questions, it was suggested that most of the desired information could be obtained from an analysis of the records already compiled by the statistical departments of the manufacturing arms in the manufacturing and the statistical departments. of the manufacturing companies.

The matter was referred to Col. Frank E. Smith, president of Servel, Inc., and chairman of the commercial practices committee of the NEMA Refrigeration Division. The recommendations of this committee were transmitted to Louis Ruthenburg, president of Copeland Products. Inc., and chairman of the NEMA ucts, Inc., and chairman of the NEMA Refrigeration Division.

On account of the short time available until the 1932 Refrigeration Direc-TORY goes to press, an agreement was reached to proceed on an informal basis, without awaiting official action through the regular channels of the association. Henry W. Burritt, vice president in charge of sales of Kelvinator Corp., was delegated to make a final revision of the

The statistical departments of manu-(Concluded on Page 6, Column 1)

Discuss 1932 Westinghouse Advertising



Westinghouse 1932 advertising plans were discussed by this group at a recent conference. They are: front row, (left to right)-W. L. Southwell, Atlanta; C. C. Wilmot, Fuller & Smith & Ross, Cleveland; R. L. DuVal, Philadelphia; H. L. Berno, acting radio sales manager; G. T. Dunklin, New York; Ralph Leavenworth, general advertising manager; C. B. Graves, distribution representative; C. A. Dostal, Chicago; Reese Mills, manager, range section; C. A. Meier, San Francisco; R. C. Cosgrove, manager, commercial refrigeration; George Bailey, assistant to sales manager; H. G. Kobick, manager, washing machine section; C. E. Allen, commercial vice president; J. F. O'Donnell, assistant to manager, refrigeration department; F. R. Kohnstamm, director of merchandise. Back row: R. E. Imhoff, small appliance sales manager; N. E. Harvey, St. Louis; Allen Billingsley, president, Fuller & Smith & Ross, Cleveland; Carl D. Taylor, manager, refrigeration division; George W. Moister, retail sales development; LeRoy Staunton, merchandise advertising manager; P. Y. Danley, Pittsburgh.

NATION-WIDE DRIVE

DETROIT-Electrochef ranges, manufactured by Electromaster, Inc., are to receive nation-wide distribution during 1932 under a plan which is designed to create a distributorship or a number of distributorships in every state of the Union, according to Gerald Hulett, newly appointed sales promotion manager.

Distribution of Electrochef ranges un trict manager assigned to northern Cal-ifornia, effective Jan. 1, according to J. S. Sayre, sales manager.

der their present sales set-up is about 50 per cent by utilities, and 50 per cent by distributors and dealers. Before this year, the utilities sold better than 90 per cent of the Electrochefs which were

marketed, Mr. Hulett reports.

The change in the method of distribution is the result of the current drive which the Electrochef organization has been making to obtain distributors, refrigerator dealers, specialty merchan-dising houses, and hardware dealers to

are as follows: Minnesota, North Da-kota, Wisconsin, Illinois, Iowa, Nebraska, Kansas, Missouri, Tennessee, Georgia, Florida, West Virginia, Virginia, Penn-sylvania, Maryland, and Michigan.

States which are partially covered by Kelvinator. He is a native of North the Electrochef sales organization include: Montana, Alabama, Ohio, Kentucky, and New York.

WILLIAMS ICE-O-MATIC SALES SHOW 156% GAIN

BLOOMINGTON, Ill.-An increase of 156 per cent in the sale of Ice-O-Matic refrigeration units during the year ending Oct. 31 over the corresponding period of 1930 is reported by C. U. Wil-liams, president of Williams Oil-O-Matic

Heating Corp.

The showing was attributed by Mr. tributing methods.

Men Hear 1932 Program

MANSFIELD, Ohio-Westinghouse refrigerator advertising for 1932 was ex-plained in detail at a four-day merchandising conference which closed Dec. 12.

The meeting was attended by officials of the local organization, agent-jobber representatives, regional sales managers, and district merchandise managers.

Increased advertising through a great er number of media has been planned, according to talks by C. E. Allen, commercial vice president, and Ralph Leav-

Plans for 1932 on other items in the Westinghouse merchandise line also discussed.

had been assistant advertising manager and advertising manager of Copeland Products In the plane being formal advertising manager of Copeland In the plane being formal advertising manager of

SEATTLE, Wash.—Three million feet Northwest timber for use in 1932 model Norge refrigerators was selected by John Knapp, Norge vice president in charge of sales, and John Zoerhyde, in charge of the company's cutting plant at Muskegon, Mich.

The two Norge representatives spent eight weeks in the Northwest complet-ing the lumber order, which includes hemlock, Sitka spruce and Douglas fir, and was divided between various lumber companies in Oregon and Washington. aire factory executives announce.

Others in the party were R. E. Densmore, western sales manager, and J. A. Downtain, advertising executive of Los

NEW YORK FRIGIDAIRE SALES GAIN 61 PER CENT

NEW YORK CITY-A November sales record was set by Frigidaire's New York sales organization when customer billings ran 61 per cent ahead of those for the same month of 1930, C. M.

DETROIT-No distributors' convention will be held at Kelvinator head-quarters this year, according to present plans of the executive staff. Instead, officials have adopted a new

convention plan by which the "factory will be taken to the field" through a sound moving picture of the Kelvinator factory, to be shown at localized conventions in key cities throughout the country. Kelvinator officials will attend these smaller conventions.

Realizing that only a comparatively small number of distributors and dealers were able to attend conventions at the factory each year, officials state that under the new plan every distributor, dealer, and salesman will have contact with manufacturing operations.

In the plans being formulated for 1932 the company will seek distributors who will be given protected territories and

MEMBERS OF B.T.U. CLUB WILL RECEIVE WATCHES

Frigidaire B.t.u. Quota Club Congress, which will meet here in January, will receive a gold watch engraved with the name and rank of the owner, Frigid-

Men who journey to Dayton for the 1932 B.t.u. Quota Club gathering will be the high men in each division from every Frigidaire district, including dealers, supervisors, and salesmen. The high man from the district which

has sold the greatest number of Frigid-aires will serve as president of the Congress. Vice president will be the high man from the second high district.

The eight cabinet members will be the leaders from the third through the tenth highest districts. The high men from each of the remaining districts will be called senators. All other mem-Williams to improvement in the product, and new merchandising and discontinuous announces.

those for the same month of 1930, C. M. will be called senators. All other members of the Congress will be designated as representatives. as representatives.

NEW CONVENTION IDEA DETROIT ENGINEERS TO STUDY INSULATION

DETROIT-New developments in insulation will be the topic on which at-tention will be focused at the dinner meeting of the Detroit Section, American Society of Refrigerating Engineers to be held at Webster Hall hotel, Mon-

day, Jan. 18, at 6:30 P. M.
Charles C. Thomas of Kelvinator Corp., president of the Detroit Section, will be chairman of the session.

Refrigerated trucks will be discussed at an afternoon conference and dinner meeting of the Section to be held Monday, Feb. 15.

All types of refrigerated trucks will A Convention Plan Book, giving all details of organizing and conducting the smaller conventions, will be in the hands of all Kelvinator distributors soon. The rell will be chairman of the

"Comfort Cooling" will be the topic of the March meeting, which will be

led by George Bright.
Louis Ruthenburg, president of Copeland Products, Inc., will be chairman of the April meeting, which will take up manufacturing problems.
Control devices will be considered at

DAYTON, Ohio-All members of the the April 16 meeting, of which Frank

PAUL CLAPP RESIGNS AS NELA MANAGING DIRECTOR

NEW YORK-Paul S. Clapp, for five years managing director of the National Electric Light Association, has resigned to become vice president of the Columbia Gas & Electric Corp.

Among the programs promoted by Mr. Clapp during his administration were those of commercial development by the electric light and power industry in the fields of electric refrigeration and rural electrification, the establishment of a service for collecting and distributing statistics relating to the industry, and

(Concluded on Page 2, Column 1)

PAUL CLAPP RESIGNS AS N.E.L.A. DIRECTOR

(Concluded from Page 1, Column 5) the strengthening of Geographic Division activities.

He came to the association on Oct. 13, 1926, from the U.S. Department of Commerce, where he had been special assistant to the Secretary of Commerce.

He is a graduate of Iowa State College, and has the additional degree of electrical engineer from the same college. From graduation, in 1913, until 1917, he was employed by Western Electric Co.

For a few months he was assistant purchasing agent of the Allied Machinery Corp., then entered the army as a first lieutenant in the Signal Corps. Later, in charge of final engineering approval of radio and telegraph approval for airclanes tooks and field paratus for airplanes, tanks and field sets at the Little Silver, N. J., labora-

tory, he became a captain.

He organized and managed a factory in France for the assembly of all small-sized batteries used by the army. For more than a year after the war he served on the Peace Commission in Paris as a member of the committee for the determination of damage in allied countries.

That work finished, he served with the American Relief Administration for central and southeastern Europe. Dur-ing this period he established telegraph and telephone service between the various cities from which relief work was administrated.

RILEY SEVERS CONNECTION WITH FEDDERS CO.

DETROIT-F. B. Riley of Standard Refrigeration Appliances announces that after Jan. 1 he will no longer be sales and engineering counsel for Fedders placed in Baltimore for a single apart-

Spirit of Christmas In The South



Miss Inez Russell reigned as queen over the float of Pendergraph-Brown, Inc., General Electric distributor in Tenn. The float was used in the Memphis "Spirit of Christmas Parade," and was designed by J. T. Dickson.

138 KELVINATORS BOUGHT FOR APARTMENTS

BALTIMORE, Md.-Sale of 138 Kelvinators all for The Hopkins, new apartment house here, was recently made by Albert A. Gibson, salesman of the Conolidated Gas & Electric Co.

Kelvinator men claim this is the larg-

7 BRANCH ELECTROLUX STORES OPENED

SEATTLE, Wash. stores for selling Electrolux refrigera-tors have been established by the Seattle Gas Co., Electrolux distributor here,

The branches are in Ranier, West Seattle, Greenwood, Renton, University District, and Ballard, all of which are suburbs and sections of Seattle, and at Kent, Wash., south of Seattle

ELECTRIC

REFRIGERATOR

CONTROL

A NEW CONTROL UNIT—

years of experience.

immediate attention.

PROVIDES accurate temperature con-

trol; complete overload protection. A product of the highest quality based on

EASY to wire, and easy to mount

BEAUTIFUL in its modern simplicity.

These features, and a host of others, make this new control of exceptional

interest to manufacturers of domestic

electric refrigerators and to dealers. Get

the facts about it; your name on the

coupon when returned to us will assure

anywhere on your refrigerator.

Keep Posted on Uses of Refrigeration

You know the principles of electric refrigeration. Are you as equally well informed about the uses of refrigeration, the latest developments and applications?

There is one easy, reliable way to keep posted on progress in the refrigeration of food. Read Refrigerated Food News every month. This paper—the connecting link between the refrigeration and food industries—will tell you about the new-est developments in preparing, transporting, preserving and mar-keting refrigerated foods.

Salesmen should carry the current issue in their portfolios at all Every number contains magood advantage in educating pros-pects. terial which salesmen can use to

REFRIGERATED FOOD NEWS costs only \$1.00 a year. Right now it may be had at even lower rates in combination with the present rates for Electric Refrigeration News (which will be increased Jan. 1, 1932). Use the order blank on page 11.

Distributors and Dealers: Note also on page 11, the low rates on group subscriptions for your sales-

GENERAL SANTA SHOWS FRIGIDAIRE UNITS TO DETROIT HOMES ELECTRIC

DETROIT—Santa's sleigh, lacking only Dunder and Blitzen, his trusty reindeers, has been riding around the streets of Detroit lately, packing two Frigidaire domestic model refrigerators. The "sleigh" has been built on the

rear of a Chevrolet truck and is carted over the various streets of Detroit as part of the Christmas sales campaign of the local Frigidaire branch.

The refrigerators are tied with red ribbon and carry a card which is addressed to "mother." A sign explains that 10,000 women received Frigidaires as Christmas presents last year.

A live "Santa Claus" who rides in the sleigh hands out literature at the stops which are made in front of dealers' stores. Spotlights placed around the edges of the truck body and on the roof of the cab light up the refrigerators and the signs during the tours made at

RADIO ANTI-TRUST SUIT NEGOTIATIONS NEAR END

WASHINGTON, D. C .- A report on the negotiations between the Depart-ment of Justice and radio companies which are defendants in a pending antitrust suit is expected soon and will set forth the progress which the department has made in persuading the companies to meet the government's de-mands without taking the case to court, Attorney General Mitchell stated orally

The radio companies which are involved in the anti-trust suit include the Radio Corporation of America, the General Electric Co., the American Tele-phone & Telegraph Co., and the Westinghouse Electric and Mfg. Co.

Preliminary reports from Walter S. Olney, of the Department of Justice, who has been in New York conferring with counsel for the radio companies, are optimistic concerning the formation of an open patent pool, the government's through Cleveland to advertise the open-primary demand, Mr. Mitchell added.

SALES BRANCH HOLDS **ECONOMY FOOD SHOW**

DETROIT—Economy food shows, in which the local Frigidaire sales branch is cooperating with merchants who are using Frigidaire units to cool their equipment, have already demonstrated their value as a piece of promotional work for both the domestic and com-mercial lines, and as a factor in educating the public to the advantages of elec-tric refrigeration, according to A. G. Letherby, branch sales promotion man-

ager.
These economy food shows are held on a Friday or a Saturday, each week at a different Frigidaire-equipped mar-

Premiums such as a pound of bacon or a pound of lard for purchases totaling more than a certain amount, "food show" special offers (both of these on the part of the merchant) and some type of a souvenir presented by the Frigidaire organization, are the induce-ments offered to draw the buying public to the show.

The merchant sends out handbills announcing the show and the "specials" offered, while the Frigidaire organization sends out cards to people in the territory served by the particular mar-ket inviting them to attend the show

and to receive a souvenir.

To attract further attention, pennants announcing the show are hung around the exterior of the store. On the inside of the store banners de-

picting the history of refrigeration from cave-man to the modern electric model refrigerator are placed so that they may tell the story to all who enter the store.

A Frigidaire model W-6 domestic cabinet is placed in the store and demonstrations are given as to the proper manner of stocking the refrigerator with quantity purchases to make it pay for itself in food savings.

Large price display tags are put on the "specials" being offered with the show and the customers are advised to take advantage of the opportunity to make a saving through quantity pur-chases which can be stocked in a re-

"The economy food show fulfills a double purpose," explains Mr. Letherby. "It does a favor to the commercial user by bringing customers to his store and by bringing customers to his store and at the same time it brings the story of Frigidaire before people who couldn't be induced to stop long enough in their activities to listen to it in any other

HOME UTILITIES SALESMEN SEEK CHRISTMAS DINNER

WATERBURY, Conn., Dec. 23.—Salesmen for Modern Home Utilities, Inc., General Electric refrigerator distribu-tors, finish the second annual "All the Fixin's" contest tomorrow.

The contest provides for prizes awarded to each salesman making any sale, the amount of the prize to vary with the number of unit sales brought in dur-

ing this period.

Apartment house and commercial quotas are arranged on the same basis. For example, a \$1,250 sale is equivalent to five units.

Prize to be awarded to each salesman selling one General Electric refrigerator consists of: celery, oranges, figs, grapefruit, nuts, apples, grapes, cranberry jelly, and candy. To every salesman selling two refrigerators, will be given a 10-lb. turkey, grapes, celery, figs, and grapefruit.

and grapefruit.
Salesmen selling three refrigerators during the contest period will receive a 12-lb. turkey and all the groceries list-

ed under the one machine sale.

This is the second such contest sponsored by Modern Home Utilities, Inc.
Last year the wives of the salesmen saw to it that their Christmas baskets were well filled by encouraging their husbands to spend extra time and effort on the job, according to Leland L. Stacy, sales promotion manager.

FRIGIDAIRE OPENS FIVE SHOWROOMS IN CLEVELAND

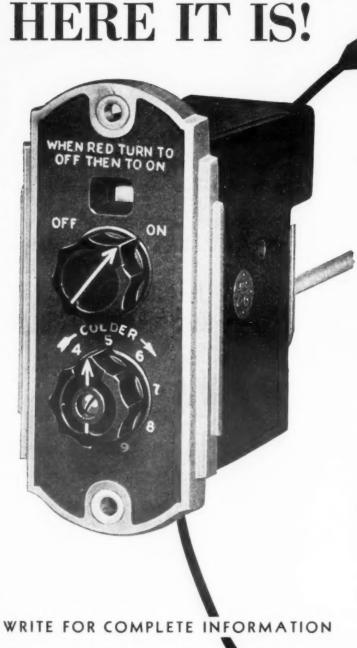
CLEVELAND, Ohio-Completion of an expansion program by Frigidaire in the Cleveland district was announced this week by H. H. Kennedy, manager of the central sales region. Five new showrooms were opened in Cleveland proper last week, making a total of six Frigidaire outlets.

L. R. Gault, formerly commercial sales manager of the central sales region, has been placed in charge of the Cleveland operation. R. D. Russell, will continue as commercial sales manager.

The Cleveland district, which includes the city proper and all northeastern Ohio territory, will be managed by Wal-ter G. Wright, former manager of the central sales division of General Motors

The new display rooms are located in the five shopping centers of Cleve-land. The opening of each was marked by an "Open House" reception which was continued for three days.

A Frigidaire Christmas float paraded



JOIN THE "G-4 CIRCLE"-SUNDAYS AT 5:30 P.M. E.S.T. ON NETWORK OF 54 STATIONS-WEEK-DAYS (EXCEPT SATURDAY) AT NOON

GENERAL ELECTRIC

RETURN TO General Electric Company, Industrial Department. Schenectady, New York I am interested in your new control for domestic electric refrigerators. Please send the facts. Position Address

Thanks to you all for our very best year and good wishes to you

The industry has been good to Dry-Zero in 1931. It has been our very best year. And we think that means something during the trying times of the past twelvementh.

for the next

In turn we believe we have contributed something to the sound growth of the industry.

The use of Dry-Zero insulation has enabled refrigerator manufacturers to assure better performance of their products. Many times Dry-Zero has provided just the extra boost that closed the sale. Dry-Zero has made it easier for some to keep pace with other leaders. Out of sight in the walls of the cabinet, Dry-Zero has been proof of superior quality because of obvious quality in a hidden part.

In every case the use of Dry-Zero has been complete assurance to the manufacturer of freedom from the troubles of moisture penetration—and of permanent protection to his reputation.

We are grateful for the co-operation that has been given on every side. And we sincerely wish everyone in the industry a very merry Christmas and great good fortune during the coming year. Dry-Zero Corporation, Merchandise Mart, Chicago, Illinois. Canadian Office: 465 Parliament St., Toronto.

DRY-ZERO

WEST COAST DISTRIBUTOR DISTRIBUTOR TO HOLD

SAN FRANCISCO, Calif.—The Colvin-Templeton Co., Inc., opened new offices and warehouse facilities at 871 Mission St., Dec. 7 as Westinghouse refrigerator distributor for the San Francisco bay district, according to John Clark, Pacific Coast promotion manager for Westing-

J. T. Templeton is president and Don-ald Colvin, vice president and treasurer of the company. Their temporary Oak-land offices and salesrooms in the Elks' Club will be replaced as soon as other quarters can be decided upon.

Four more Colvin-Templeton are planned for East Oakland, Berkeley, Burlingame, and San Mateo. A store in the Grant Ave. and Sutter St. district, San Francisco, will be ready for business Jan. 1.

PROFESSIONAL SERVICE

Testing Laboratory For refrigerators

and refrigerating equipment George B. Bright Co.

2615 12th St., Detroit, Mich.

DELOS P. HEATH Consulting Engineer

1001 East Jefferson Avenue Detroit, Michigan



After 25 years'

experience building Electric Refrigeration

RICE

now offers complete lines of both household and commercial electric refrigeration systems of high quality at low prices. Distributor inquiries solicited.

Rice Electric Refrigeration, Inc. 36-48 Flatbush Ave. Extension Brooklyn, New York

OPENS OFFICES, WAREHOUSE SPRING DEALER DRIVE

ST. LOUIS, Mo.—The Van-Ashe Radio o., distributor in the St. Louis area for Mohawk electric refrigerators, is planning a spring drive for its dealers, according to George W. Van Sickle, secretary-treasurer of the company. The Van-Ashe Radio Co. devoted its

entire attention to radio until recently. The company's plan for refrigerator sales is as follows: Upon the appointment of a Mohawk dealer by one of their territorial representatives, a refrigeration expert in both sales and service calls upon the dealer and explains in detail the operation of the dealer fran-

chise.

For St. Louis and vicinity, delivery, installation and service are handled by the Van-Ashe service department. The Mohawk dealer is relieved of all details of this part of the business, thereby permitting him to devote his entire effort

For the country dealers, there is a different proposition which includes a larger margin of profit for the main-tenance of a service department, delivery, and installation.

The dealer and his service man are requested to attend an instruction class in sales and service of the Mohawk line. These classes will be held periodically in Van-Ashe's new building at 10th and Walnut Sts., St. Louis.

CONVENTION CONTEST USED BY COPELAND DISTRIBUTOR

NEWARK, N. J.-Dealers purchasing from the Binder Distributing Co., Copeland distributor here, passed the half-way mark of their "Trip to the Factory" contest Dec. 15.

The contest, lasting from Nov. 15 to Jan. 15, has as its reward a free trip to the Copeland annual convention at Mt. Clemens, Mich., early in February

The trip, with all expenses paid, will be given by the distributor to every dealer who accumulates 1,600 "miles" during that period, according to Ben-

jamin Binder, president of the company.

Purchase of the various Copeland models by the dealer credits him with a certain number of miles; purchase of individual household models may give the dealer from 95 miles (on the A-411 model) to 300 miles (on the E-152).

On commercial models the possible mileage on the various models ordered from the distributor ranges from 75 miles, on the AM model, to 195 miles, on the XA model.

MAJESTIC DISTRIBUTOR IN MARYLAND INCORPORATES

BALTIMORE, Md.-The Eisenbrandt Radio Co., distributor of the Majestic electric refrigerator in this territory, has changed its corporate name to that of Eisenbrandt Co., Inc.

There has been no change in the authorized capital stock of the concern. W. A. Eisenbrandt is president.

A Winning Sale



One sale of \$26,000 worth of refrigeration equipment to Jersey City Medical Center placed Phil Harrison third in recent G. E. sales contest.

JUNIOR TOPPERS CLUB OF LOUISVILLE HOLDS MEETING

LOUISVILLE, Ky.-The Junior Toppers Club of the Electric Refrigeration Co., of which J. C. Nellor is president, held a two-day meeting at the Seelbach Hotel here, last week.

Twenty-one members of the club won the trip to Louisville by selling their quota of \$5,000 worth or more of Gen-eral Electric refrigerators in their district, comprising Kentucky, and parts of Virginia, southern Indiana, and Ten-

C. J. Hoskins, of Pineville, Ky., who headed the list, also won a trip to Bermuda.

Officers elected for the coming year were: chief topper, C. J. Hoskins, Pine-ville; assistant chief topper, J. W. Smith, Owensboro; master of ceremonies, C. A. Moreland, Elizabethtown, all of Ken-

KELVINATOR DISTRIBUTOR LENDS UNITS FROM STOCK

NEW ORLEANS, Ia .- Lending of rerigerators for their keep is a sales dea being tried by Philip Werlein, Ltd., Kelvinator dealer here.

Mr. Werlein puts Kelvinator refrig-erators into the homes for storage only, and later, when the boxes are called for by the store, he reports that sales result.

The dealer uses this method to clear out an excessive stock, reserving the right to select the homes in which the units are to be placed for storage

DEPARTMENT STORE ADDS LINE OF WESTINGHOUSE

LOUISVILLE, Ky .- J. Bacon & Sons department store firm, has added the Westinghouse to its line of refrigerators, becoming dealers for the Tafel-Williams distributors in this territory.

Other dealers newly appointed are George Vail & Sons, furniture merchants in Madison, Ind., for 93 years, and the Electric Appliance Co. in Lexington, which is under the ownership of the Switow Brothers, operators of the Kentucky and Mary Anderson theaters.

Walter Moss, formerly with the Kel-vinator organization, is now covering the state of Tennessee for Tafel-Wil-

REFRIGERATION EXCHANGE FORMED IN PHILADELPHIA

PHILADELPHIA-The Electric Refrigerator Exchange, William F. Tyrol, manager, has established business at 1020 Arch St., for the sale of new and used electric refrigerators and separate units. It is equipped with a service and maintenance department.

Hard Water Causes Ice Cube Flakes

BIRMINGHAM, Ala. — Dealers selling electric refrigeration in cities using hard water may have the ex-perience related by a Birmingham

Frigidaire dealer.
A user complained that the cubes when melted caused a flaky looking substance to appear in the water. The cause was found to be

a natural one.

It was found that the city obtained its water supply from two sources, 90 per cent from Lake Purdy (soft water) and 10 per cent from the Cahaba River (hard water)

Recently because of the drought, the city was forced to use the water from the Cahaba river. By experi-ment the dealer found that the deposit in ice cubes made from this water was caused by the crystallization of certain minerals, occurring when freezing took place.

SIX ADDITIONS MADE FOR KELVIN KITCHEN

DETROIT—Six new appointments to the Kelvinator staff, both at the factory and in the field, have been announced by Vance Woodcox, sales promotion manager.

They are Miss Eva McPherson and Miss Thelma Williams, who are added to the staff of the Kelvin Kitchen, and Miss Bertha Banspach, Miss Emily Bo-garry, Miss Nell Penny, and Miss An-gela Allen, in the field.

Miss McPherson comes to the factory staff from the Kansas City Gas Co., where she was a member of the home economics department. She is a native of Neosho, Mo.

Miss Williams, a former student of the College of Industrial Arts, Denton, Tex., has been with Kelvinator for more than four years, first with Nash Hardware Co., Ft. Worth, one year with Kelvinator Distributors, San Antonio, then with the Tom Cooper Motor Co., Kelvinator distributor at Oklahoma City,

Miss Bogarry, another Texan, has been employed by the Neches Electric Co. of Beaumont, Tex., for four years, and now heads their home economics department. Miss Penny, a member of the Smith-Wrenn Co. staff, Dallas, Tex. for four years has studied districes. Tex., for four years, has studied dietetics, interior decorating, music and art, and has had experience in working with Kel-

Miss Allen, new director of home eco-nomics at Philadelphia, replaces Mrs. Mary A. McGlynn, who resigned because of poor health. Miss Allen is a graduate of Kansas State College, and has had newspaper experience.

LEIER NAMED COMMERCIAL MANAGER OF POWER CO.

STATEN ISLAND, N. Y.—Eugene Leier, for some time with the Staten Island Edison Corp., Kelvinator dis-tributor, goes to Columbia, S. C., early in January as commercial manager of the Broad River Power Co.

He replaces W. E. Leverette, who at the same time goes from Broad River to New Bedford, Mass., as commercial manager of the New Bedford Gas & Electric Co.

Mr. Leier was for 12 years with the Brooklyn Edison Co., and at one time was buyer for the electrical department of the John Wanamaker Co. store in New York.

He visited Kelvinator headquarters in Detroit, in December, in company with Campbell Wood, sales manager of the Kelvinator utilities division.

AHRENS APPOINTS NEW G. E. DEALER

OKLAHOMA CITY, Okla.-The Modern Appliance Co., of Chickasha, Okla., is a new General Electric refrigerator dealer, according to the Ahrens Refrig-erator Co., General Electric distributor

STANDARD SIZES OR TO YOUR SPECIFICATIONS

FINNED TUBING

FOR BOTH HIGH AND LOW PRESSURE



IN COPPER, BRASS ALUMINUM OR

THE BUSH MFG. CO. HARTFORD, CONN.

W H MARK HANNA DETROIT, MICH. REFRIGERATOR APPLIANCES, CHICAGO VAN. D. CLOTHIER, LOS ANGELES

DEHYDRATED COPPER TUBING

Highest quality seamless Copper Tub-ing. Plain or Tin Plated

Made to A. S. T. M. specifications (B68-3OT) Ready for quick installation. Prompt shipment

1491 Central Ave.

Detroit, Mich.

Sulphur Dioxide DRY AJ JAHARA AN HYDROUS SUL PHUR ALYZED SUL DIOXIDE ANSUL CHEMICAL COMPANY

MARINETTE - WISCONSIN

ANSUL

Frigidaire dealers make

GREATER PROFITS

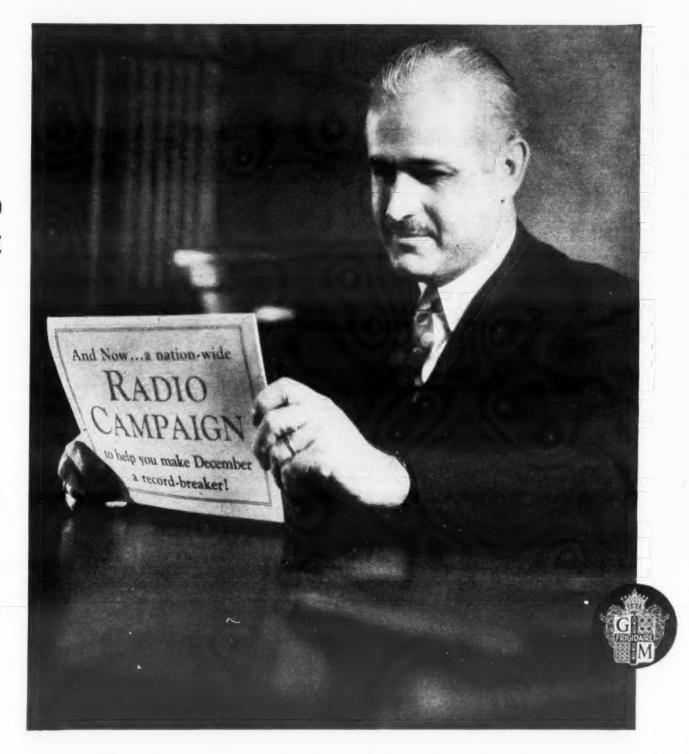
over a longer period

THAT'S WHY YOU SHOULD INVESTIGATE THE FRIGIDAIRE FRANCHISE STORY

Frigidaire dealers look confidently toward the future. They have had a good year . . . held their own in a time marked with many business casualties . . . they are finishing strong with a good volume of Christmas business.

Frigidaire always HELF. ITS DEALERS TO SELL.

Special merchandising plans that are practical and unusually effective—direct-mail advertising that has consistently won first prizes in competition with hundreds of other campaigns—radio advertising that brings people right into the showroom—sales helps that dig up new prospects—window trims and displays that bring in the passersby—these are just some of the things we mean when we say: FRIGIDAIRE HELPS ITS DEALERS TO SELL.



In addition, Frigidaire is a known product and the demand for it is kept constantly alive by powerful magazine and newspaper advertising. It is a product of PROVEN value and dependability. More than two million satisfied users are constantly telling their friends about Frigidaire.

And the General Motors backing not only makes Frigidaire still easier to sell, but adds valuable prestige to all Frigidaire dealers.

The new year is ahead...what does it hold in store for you? Mail the coupon... find out what Frigidaire has to offer.

FRIGIDAIRE

MAIL THIS C	OUPON	FOR	FRANCH	ISE	FACTS
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FRIGIDAIRE	CORPORATION,
Franchise Divis	ion, Dayton, Ohio.
Gentlemen:	Please send me the facts about the Frigidaire Franchise.
Name	
Business	Address
City	State
	1-1147

Industry Survey Being Made for Directory

madshy S	uı		C	y Dellig Made	•	U	1	Directory	BU	MA	SEI	Special Applications
(Concluded from Page 1, Column 5) facturing companies will be asked to	N	ote:	In	the 1932 Refrigeration Directory	all	cla	assi	fications of Products and Service	WE	WE	WE	SODA FOUNTAINS
answer the following questions: (1) How many of your distributors:				the industry (or to the industry)								Electrically-refrigerated, self-contained soda fountains (or for remote installa-
(a) Handle household refrigeration only? (b) Handle commercial refrigeration				are arranged in related groups tions and to make the terminology								tion when fountain is included) com- plete with machine, cooling unit and
only? (c) Handle both kinds?				RECTORY, manufacturers will be lis					[-7			fountain. Fountains only.
(2) How many of your distributors: (a) Are public utility companies? (b) Handle electric refrigeration only?	to	der	note	the products and such lists will b	e cı	coss	-ref	ferenced under other terms which				Cooling units only.
(c) Handle other lines? (3) How many of your distributors:	ma	ay l	oe u	sed by buyers. There is no charge	for	the	ese	listings.				BEVERAGE COOLERS
(a) Operate a retail store? (b) Sell at wholesale only?				anufacture refrigeration equipmen								BOTTLE DISPENSING TYPE
(4) How many of your distributors: (a) Warehouse their own stock? (b) Depend upon you for warehousing?	used by the refrigeration industry, NOT LISTED here, please send full information and descriptive literature.											Electrically-refrigerated, self-contained beverage (bottle) coolers (or for remote
(5) How many of your distributors: (a) Warehouse for their dealers?												installation when cabinet is included) complete with machine, cooling unit
(b) Do not warehouse for their dealers? (6) How many of your dealers:				INSTRUCTIONS FOR MAR								and cabinet. Cabinets only.
(a) Sell domestic refrigerators only?(b) Sell commercial refrigerators only?(c) Sell both kinds?	ap	pear	in t	JY—Check this square for all products or the Directory, but it is important to the ed								Cooling units only.
(7) How many of your dealers: (a) Are public utility companies?				company should be listed. AKE—Check this square for all products	actu	ally	mar	nufactured in your plant. This informa-				BULK DISPENSING TYPE Electrically-refrigerated, self-contained
(b) Handle electric refrigeration only?(c) Handle other lines?				important in determining the proper list ELL—Check this square only for produc			-		П		LJ	beverage (bulk dispensing type) coolers (or for remote installation when cabinet
(8) How many of your dealers during 1931 sold: (a) 1 to 5 electric refrigerators (house-	des	scrip	tive	literature covering all items marked be ice files.								is included) complete with machine, cooling unit and cabinet.
hold or commercial)? (b) 6 to 10 electric refrigerators?	_						_					Cabinets only. Cooling units only.
(c)) 11 to 25 electric refrigerators? (d) 26 to 100 electric refrigerators? (e) More than 100 electric refrigerators?	~	KE	T,	Refrigeration Systems	~	KE	7	Special Applications		П		Cooling units only.
(9) What per cent of your dealer sales are made in each month?	BUY	MAKE	SELL	HOUSEHOLD SYSTEMS	BUY	MAKE	SELL	LOW-TEMPERATURE SYSTEMS			7	ICE MAKERS
(10) What per cent of your dealers' house- hold refrigeration retail sales are:	WE	WE	WE	HOUSEHOLD SYSTEMS ELECTRIC	WE	WE	WE	PACKING PLANT EQUIPMENT	П			Electrically-refrigerated, self-contained ice makers (or for remote installation when cabinet is included) complete with
Under \$150? \$150 to \$200? \$200 to \$250?				Household, electric self-contained refrig-		_	-	Quick-freezing systems, complete with				machine, cooling unit and cabinet.
\$250 to \$300? \$300 and over?				eration systems, complete with machine, cooling unit and cabinet.				refrigeration equipment. Quick-freezing systems, not including	0.000			Cabinets only. Cooling units only.
(11) How many of your dealers: (a) Display only?				Household, electric, refrigeration systems, complete with machine, cooling				refrigeration equipment. RETAIL STORE EQUIPMENT				ROOM COOLERS
(b) Display and sell? (c) Display, sell and install? (d) Display, sell, install, service?				unit and cabinet, but with machine as a separate unit for remote installation.				Low-temperature, electric, self-contained refrigeration systems, designed espe-				Electrically-refrigerated, self-contained
(12) What per cent of the retail price do you allow each class?	П	П		GAS Household absorption type, self-con-				cially for low-temperature application, complete with machine, cooling unit and				room (air) coolers (or for remote in- stallation when cabinet is included)
(13) How many of your dealers own a truck for delivery?		П		tained refrigeration systems, complete with cooling unit and cabinet.				cabinet. Low-temperature, electric, refrigeration				complete with machine, cooling unit and cabinet.
(14) How many have an outside electric sign for refrigeration?				UNIT PARTS	17		L.J	systems, designed especially for low- temperature application, but with ma-				Unit-type room coolers for wall or ceiling mounting.
(15) How many salesmen do your dealers employ during: (a) The rush season?				Cabinets only (household sizes). Compressors only (household sizes).				chine as a separate unit for remote installation.				Electrically-refrigerated dehumidifying systems.
(b) The off season? (16) How much money was expended in 1931				Condensers only (household sizes). Cooling units only (household sizes).				Refrigerated storage cases, designed especially for low-temperature applica-				Cabinets only. Cooling units only.
for advertising your electric refrigera- tion:				Electric motors only (household sizes).				tion. Refrigerated display cases designed				
(a) Direct expenditure by your company for all advertising media? (b) Allowances to distributors or dealers				COMMERCIAL SYSTEMS				especially for low-temperature applica-				COIN-OPERATED MACHINES BOTTLE TYPE
for advertising? (c) Estimated expenditures by distribu-	П			WALL TYPE Commercial, electric, self-contained re-				WATER COOLERS				Coin operated, bottle drink venders, complete with machine (compressor),
tors and dealers for advertising? 1931 Sales Figures				frigeration systems complete with machine, cooling unit and wall cabinet.				BOTTLE TYPE				cooling unit and cabinet.
According to a statement by Glenn Muffly, consulting engineer in charge of				Commercial, electric, refrigeration systems, complete with machine, cooling				Electrically-refrigerated, self-contained bottle type water coolers complete with				Coin-operated, bottle drink venders only, without refrigerating machine.
collection of statistics by the Refrigera- tion Division of the National Electrical				unit and wall type refrigerator cabinet, but with machine as a separate unit for				machine, cooling unit and cabinet.				BULK TYPE Coin-operated bulk drink venders, com-
Manufacturers' Association, at the head- quarters office in New York City, the				remote installation. Wall-type refrigerator cabinets only				PRESSURE TYPE Electrically-refrigerated, self-contained,	Ц			plete with machine (compressor), cooling unit and cabinet.
figures showing total sales of household and commercial refrigeration equipment				(commercial sizes) designed for electric refrigeration.		-	_	pressure type water coolers, complete with machine, cooling unit and cabinet.				
by member companies will be presented at the regular meeting of the division to	П			DISPLAY TYPE Commercial, electric, self-contained re-				Electrically-refrigerated, pressure type water coolers, complete, but with ma-				ICE CREAM
be held Jan. 20, 1932. Supplementing the work of the association, similar figures are now being				frigeration systems complete with ma- chine, cooling and display case.				chine as a separate unit for remote installation.				Coin-operated, ice cream package ven- ders, complete with machine (compres-
collected by ELECTRIC REFRIGERATION NEWS from all non-member companies. Con-				Commercial, electric, refrigeration systems complete with machine, cooling				UNIT PARTS Water cooling units (low side) only for				sor), cooling unit and cabinet. Coin-operated ice cream vender only,
fidential forms were mailed out last week to manufacturers of complete				unit and display case, but with machine as a separate unit.				bottle, pressure or circulating systems. Water cooling cabinets only.				without refrigerating equipment.
household and commercial refrigeration systems, also to manufacturers of cabi-				Display cases only, with or without cooling units, for electric refrigeration.			_	ICE CREAM CABINETS				MISCELLANEOUS Coin-operated food venders for candy,
nets, compressors, and cooling units. The plan for collecting sales figures follows				WALK-IN TYPE				ELECTRIC				fruit, sandwiches, etc. Coin meters (for collecting rentals and
that used last year when data represent- ing at least 97 per cent of the industry output was collected and published for				Commercial, electric refrigeration systems complete with machine, cooling				Electrically-refrigerated, self-contained, ice cream cabinets (or for remote in-				time payments).
the first time in the Jan. 14, 1931, issue of the News.				unit and walk-in cooler. Cooling rooms, or walk-in coolers only				stallation when complete with machine, cooling unit and cabinet).				REFRIGERATED TRUCKS
The figures showed sales by years over a 10-year period and revealed the				(including sectional or built-in types). Cooling room doors.	-		-	GAS				INDEPENDENT POWER TYPE
astounding growth of the electric refrig- eration business. The curve of house-				UNIT PARTS			Ц	Absorption type (heat operated), self- contained ice cream cabinets (or for re-				Refrigerated trucks, complete with chassis, insulated body and complete
hold refrigeration sales was projected for the year 1931 and an estimate was				Cabinets and cases only (commercial types not listed above).				mote installation when complete with apparatus, cooling unit and cabinet).				independently-operated refrigeration sys- tem (separate gas engine for driving compressor) with or without auxiliary
made that sales for this year would reach the million unit mark. According				Condensers only (commercial sizes).	П	П		OTHER TYPES Brine cartridge refrigerated (holdover				compressor), with or without auxiliary electric motor, with full or semi-auto- matic control.
to estimates made recently by the Re- frigeration Bureau of the National Elec- tric Light Association, the sales will				Cooling units only (commercial sizes). Electric motors only (commercial sizes).				type) ice cream cabinets. Solid carbon dioxide refrigerated ice				
reach this figure. Final confirmation will depend upon the totals resulting from				INDUSTRIAL SYSTEMS				cream cabinets. Ice refrigerated ice cream cabinets.				operated refrigeration system (same as above).
the statistical surveys mentioned above.								UNIT PARTS				Truck refrigeration system only, com- plete, independently-operated, with gas
Classification of Products Since September manufacturers of all				piping, coils, and cooling units, and in- sulated storage rooms where required.				Cabinets only. Cooling units only.				engine for driving compressor, with or without auxiliary electric motor, full or
types of refrigeration equipment, parts, materials and supplies have been bom-				Industrial ice-making plant machinery and equipment for complete installa-				ICE CREAM FREEZERS				semi-automatic control.
barded with questionnaires issued by the Directory Department of ELECTRIC REFRIGERATION NEWS. Preliminary ques-				tions.				Electrically-refrigerated, self-contained ice cream freezers (or for remote in-	_			POWER TAKE-OFF TYPE Refrigerated trucks, complete with
tionnaires were mailed out requesting information regarding trade names,	П			Industrial cold-storage plant machinery and equipment for complete installations.				stallation when cabinet is included) complete with machine, cooling unit and				chassis, insulated body and refrigera- tion system operated by power take-off
products manufactured, personnel, location of factories and branch offices, etc.				Industrial type, indirect refrigeration systems (brine circulating) for hotels,			П	cabinet. Freezers (cabinets) only.				from truck engine or transmission, with or without auxiliary electric motor.
A great effort has been made to include every type of product sold by the indus-	_	_		apartments and other large installations.				Cooling units only.				Refrigerated truck bodies (without chassis) with refrigeration system oper-
try or to the industry. The master form showing all classifications of products				Industrial type air cooling and condi- tioning systems (for theaters, textile plants, printing plants, office buildings,				MILK COOLERS				ated by power take-off (same as above). Truck refrigeration system only with
(see adjoining columns) and the listings to be made for each company are now be-				etc.), and equipment for complete installations.				ELECTRIC Electrically-refrigerated, self-contained				power take-off (same as above).
and check of the directory data.					L			milk coolers (or for remote installation when cabinet is included) complete with				HOLD-OVER TYPE Refrigerated trucks (with or without
The mailing of this form will not be completed until after the first of the year but manufacturers who have not				Industrial type, water cooling systems				machine, cooling unit and cabinet.				chassis) with electric motor-operated refrigeration system having brine hold-
already furnished preliminary informa- tion for the directory are requested to				omplete. Other industrial systems				GAS Absorption type (heat operated) milk			П	over. Refrigerated trucks (with or without
send complete information and descriptive literature at once.				(give applications). UNIT PARTS				coolers complete with cooling unit and cabinet.			7	chassis) with brine tank (or can) hold- over cooling only.
Companies will be listed four ways: (1) alphabetically, (2) by trade names,				Compressors only (industrial sizes). Condensers only (industrial sizes).				UNIT PARTS Milk cooling cabinets only.		_		SOLID CO2 TYPE
(3) by classification of products, and (4) geographically. There is no charge for				Cooling units only (industrial sizes).				Aerators.				chassis) for solid carbon dioxide re-
these listings.				Electric motors only (industrial sizes).				Cooling units only.				frigeration.

BUY	MAKE	SELL	Unit Parts	BUY	MAKE	SELL	REFRIGERATOR	BUY	MAKE	SELL	PARTS AND SUPPLIES	BUY	MAKE	SELL	DEEDICED ATED TOUCK	BUY	MAKE	SELL	HOUSEHOLD
WE	H	WE	COMPRESSOR PARTS	WE	WE		ALI RIGERATOR	WE.	WE	WE	(MISCELLANEOUS)	WE	WE	WE	REFRIGERATED TRUCK PARTS & SUPPLIES	WE	[+]	ш	HOUSEHOLD
			Belts. Bellows (metallic).								Aerators (for brine or water circulating systems).				Frozen brine cartridges. Gas engines.				KITCHEN APPLIANCES
7			Bushings (felt). Bushings (metal).				Felt.				Aerators (for direct expansion).				Insulated truck bodies only	-			refrigerator.
ď			Bases				Insulation (bulk).		-		Agitators (milk). Belt dressing.				containers.				Dishwashers.
			Connecting rods. Crankcases				Gasket materials.				Circulating pumps.								Percolators.
			Crankshafts. Cylinders.								Brine tanks. Calcium chloride (dryer).				Solid carbon dioxide. Truck body panels.				
			Cylinder heads. Fans.								Cooling room doors. Gas masks.				DELIVERY TRUCKS				
			Flywheels.				Plate glass.		-		Pipe covering. Pipe hangars.				Delivery truck complete				Food mixers.
			Gauges.				Porcelain cement.				Pulmotors. Replacement parts.								Kitchen cabinets.
			Gauge glasses. Gears.				Rubber.				Spray nozzles.								Utensils. REFRIGERATOR
-							Steel.				CONTROLS								ACCESSORIES Beauty packs.
											Coin operated.				Van bodies.				Egg racks.
			Seals. Valve springs.				_				Gas. Humidity.				HANDLING EQUIPMENT				Hydrator dishes.
							METALS				Pressure. Safety.								Ice cream freezers.
-	-		CONDENSER PARTS								Temperature. Water.				Electric trucks.				
			Condensers, air cooled type. Condensers, water cooled.		-		Forgings. Pipe.				VALUES & DARTS				Refrigerant shipping drums	. 0			
			Cooling towers. Pipe coils and bends.				Screw machine products.			П	VALVES & PARTS By pass valves.				Refrigerator covers.				Water coolers.
-			Filters. Rubber hose.				FITTINGS				Check valves. Expansion valves				Refrigerator slings or harness.				LAUNDRY APPLIANCES
			Receiver tanks.				Brass fittings.				(thermostatic).				Shipping crates. Shipping equipment				
	_		COOLING UNIT PARTS				Copper fittings.				Expansion valves (pressure). Feather valves.				(box strappers, etc.). Tiering machines.				Clothes dryers, centrifugal.
			Brine tanks. Coils.	-			Iron fittings. Steel fittings.				Manifold valves.				PRODUCTION TOOLS				Ironers.
			Diaphragms. Dryers (liquid line).				TUBING				Magnetic valves. Needle valves.				Air compressors.				Washing machines. MISCELLANEOUS
			Expansion valves. Evaporator heads.								Pressure valves. Shutoff valves.				Chucking machines. Dehydrating ovens.				Coal stokers.
			Float and header assemblies Floats. Float valves.		-		Copper tubing. Finned tubing				Two temperature valves. Water valves.				Dies and die cutters. Drill presses.				
			Ice cube trays.				Monel tubing. Steel tubing.				Valve Needles. Valve Seats.				Dust collecting systems. Enameling ovens.				
			Ice cube tray grids. Ice cube tray pulls.				Tinned tubing]						Forging machines. Gasket tackers.				Exercisers. Hot water heaters.
			Strainers (liquid line). Thermostats.		pers	-	SHEETS, RODS, ETC.				TRANSMISSION Belting.				Grinders.				Humidifiers.
			CABINET PARTS								Belt fasteners.				Honing machines. Lathes.				Radios.
			Bases. Casters.				Brass. Bronze.				Chain drive. Clutches.				Micrometers. Milling machines.				
			Door breaker strips. Door frames.				Copper. Galvanized.				Flexible couplings. Flexible shaft,				Paint sprayers. Pipe tools.				Ventilating fans.
			Door pans. Defrosting trays.				Iron.				Gears. Pinions.				Plating equipment.				ELECTRIC SIGNS Indoor electric signs.
			Frames (metal).				Monel.				Pulleys. Variable speed drive.				Portable electric tools.				Outdoor electric signs.
			Gliders.												Portable pneumatic tools. Punch presses.				
			Hardware. Legs				Stainless. Steel.				LUBRICATION				Reamers. Rustproofing equipment.				SELLING HELPS
			Lighting devices. Locks.				Thermostatic bi-metal. Tin.				Compressor oils. Motor oils.				Screw machines. Tube flanging machines.				Advertising novelties. Convention novelties.
			Nameplates. Porcelain panels.				White metal. Zinc.				Oil filters. Oil separators.				Washing machines (industrial).				Demonstrating systems.
							PLATING METALS				Oil testers.				Woodworking machines. Welding machines.				
			Trimming.				Cadmium. Chromium.				CARBON DIOXIDE		Lad						
			ICE CREAM CABINET PARTS				Nickel.				EQUIPMENT				TESTING INSTRUMENTS				OFFICE EQUIPMENT
			Brine stoppers. Cans.			Ц	Silver. SOLDERS				Solidifying apparatus. Liquifying apparatus.				Ammeters, indicating. Ammeters, recording.				FILING AND INDEXING
			Can handles. Collars.				Aluminum.				Branch Caroline				Hydrometers.				Blue print files. Card index systems.
			Lids. Lid knobs.				Commmercial grades. Phosphor bronze.				display cases (give details).				Motor recorders. Plug and ring gauges.				Filing cabinets. Filing cabinet supplies.
			Panels. Sleeves.				Silver. Special grades.				ICE BOXES				Pressure indicators Pressure recorders.				Loose leaf systems.
			Top sections. WATER COOLER PARTS				REFRIGERANTS				Household. Commercial.				Speed indicators. Speed recorders.		Ш	Ш	Visible index systems. MAILING
			Bottles. Faucets.				AND BRINES				Ice cream cabinets. Milk coolers.				Thermometers, indicating.				Addressing machines.
			Filters. Glass fillers.				Alcohol (specify grade). Ammonia.				Bottle Coolers. Water coolers.				Voltmeters, indicating.				
			DISPLAY CASE PARTS				Butane. Calcium chloride (brine).								Wattmeters, indicating.				Stamping machines. DUPLICATING
			Dehydrators. Doors.				Carbon dioxide (gas).			_	SERVICE								Hectographs.
			Glass. Lamps.				Carrene.				Advertising agency service. Consulting engineering.				integrating.				Mimeograph machines. Mimeotypes.
			Lighting devices. Sponge rubber.				(F-12).				Construction engineering. (industrial service).				SERVICE TOOLS				Multigraph machines. Stencil supplies.
			ELECTRICAL PARTS				Ethane.				Convention and exhibition (display service).				AND SUPPLIES Dehydrators.	-			ACCOUNTING
			Attachment plugs. Circuit breakers.				Methyl bromide				(cartage companies).				Dehydrating ovens.				Account systems. Adding machines.
			Conduit.				Propane.				(time-payment, etc.).				Refacing tools.				Autographic register system Billing machines.
			Fuses.				Silica gel.			_	Maintenance service								Billing systems.
			Insulation.	-	Sound						(independent service firms). Legal service				Special wrenches. Tube benders.				Bookkeeping machines. Calculating machines.
			Mercury tubes. Motor bearings.				FOOD WRAPPINGS				(patents, trade marks, etc.). Testing service.				Tube cutters. Wheel pullers.				Cash registers. Credit systems.
			Motor brushes. Motors.				Cellophane.	П			(laboratories). Sales Service.								MISCELLANEOUS
			Overload relays. Starters.				Cartons. Dessert cups.				EDUCATIONAL				DISPLAY EQUIPMENT Artificial foods.				Blue print supplies. Check protectors.
			Safety switches. Thermostats.				Drinking cups. Insulated cartons.				SERVICE Correspondence courses.	A			Lighting equipment. Store and window displays.				Dictating machines. Drafting room supplies.
			Time switches (for defrosting).				Insulated bags.				Training schools.				Store fronts. Store display fixtures.				Drawing materials. Time stamp machines.
																			Typewriters.

ELECTRIC REFRIGERATION NEWS

Published Every Week by BUSINESS NEWS PUBLISHING CO.

Also publishers of Refrigerated Food News (monthly) and the Refrigeration Directory (annual) 550 Maccabees Building, Woodward Ave. and Putnam St. Detroit, Michigan. Telephones: Columbia 4242-4243-4244 Subscription Rates:

U. S. and Possessions and countries in Pan-American Postal Union: \$2.00 per year; 3 years for \$5.00 Canada: \$5.00 per year (U. S. money). All Other Countries: \$3.00 per year; two years for \$5.00 Advertising Rates on Request

F. M. COCKRELL, Publisher GEORGE F. TAUBENECK, Editor JOHN T. SCHAEFER, Engineering Editor JOHN R. ADAMS, Assistant Editor PHIL B. REDEKER, Assistant Editor FREDERICK W. BRACK, Advertising Manager George N. Congdon, Business Manager Member, Audit Bureau of Circulations Copyright 1931 by Business News Publishing Co.

Vol. 6, No. 16, Serial No. 144, December, 23, 1931

Editorial Aims of the News

To encourage the development of the art.

To promote ethical practices in the business.

To foster friendly relations throughout the industry.

To provide a clearing house for new methods and

To broadcast the technical, commercial and personal news of the field.

The Successful Formula

PECIALTY selling is not new. John H. Patterson invented it many years ago. From him, and the men he trained at the National Cash Register Co., the Patterson system was bequeathed to Delco-Light where, under the dynamic leadership of R. H. Grant (now vice president in charge of sales of the General Motors Corp.), it blossomed

Frigidaire, an off-spring of Delco-Light, developed the art further, under the guiding hand of E. G. Biechler. Fred Hazard, with the old Servel Corp., taught the industry something about advertising and capitalization on the pride of ownership appeal. Kelvinator, veteran of the present group of manufacturers, contributed its share toward the progress of refrigeration selling science. Big strides have been made since George Mason took

Further momentum was added by T. K. Quinn and P. B. Zimmerman, who used their National Lamp merchandising experience and gave the General Electric Co. its first highly-successful household appliance merchandising operation; and in the process they put some new ideas into specialty selling. Others, including supersalesman W. D. Mc-Elhinny of Copeland and such men as Maj. Howard Blood and John Knapp of Norge, and W. M. Myers and L. G. Lindsay of Trupar, have added ingredients to the recipe for merchandising electric refrigerators in large quantities.

Crystallizing the Procedure

Out of the accumulation of merchandising ideas and the amplifications of the Patterson system of specialty selling, which have been born in the heat of competitive struggle, the electric refrigeration industry has developed a sales procedure which very closely resembles a formula.

leading the industry for the last few years. It is being adopted by others. And now manufacturers of other household appliances are examining ers, who have demonstrated their ability at applythe formula with a view toward trying it on the distribution of their own products.

Viewed broadly, the formula seems comparatively simple. A strong desire for an electric refrigerator is created in the mind of the public by aggressive advertising and promotional efforts. Prospects are ferreted out by cold canvass and by special stunts such as drawings, essay contests, and theater program tie-ups. And then carefully trained salesmen, who are taught exactly what to do and say at every turn, go directly to the homes of the prospects to get the orders.

Control the Key-Word

Sales programs, consisting of quotas, contests, direct-mail campaigns, sales helps, sales talks, and sales themes must be worked out for the distribut- trical World.

ing organizations by the headquarters executives. And then the programs must be sold to the distributors and dealers at conventions and gatherings of various sorts. After which sales representatives and executives must see to it that the programs are followed religiously. Control is the key-word to the whole operation.

More than one manufacturer, successful in selling some other product by other methods, has tried to sell electric refrigerators without getting the results expected. It was too hard to buck the formula. And so, convinced at last that the electric refrigeration industry has evolved an almost unbeatable method for distributing its products. these manufacturers have-sometimes with considerable regret—severed their refrigeration departments from the rest of the organization and set out to sell electric refrigerators according to the formula.

One example of this latter situation is the Williams Oil-O-Matic Heating Corp., which developed the Williams Ice-O-Matic refrigerator as a companion product for the oil burner.

On the oil burner the Williams organization has done an outstanding job, but the refrigerator (being sold direct to dealers), didn't go so well until, at the beginning of this year, a distribution system modeled on those of leading electric manufacturers was set up. The result was a 156 per cent increase in Ice-O-Matic sales for the fiscal year, ending Oct. 31, 1931, over the previous fiscal year.

Majestic, Hotpoint

Majestic affords another example. The Majestic radio had cracked the radio industry wide open. Seeking a companion product for their dealers, who were perturbed by a seasonal sales curve, Messrs. Grigsby and Grunow decided to build a refrigerator. They hired the best talent they could find, erected a model factory, built a lot of refrigerators, and shipped them to their far-flung dealer organization. But somehow the refrigerators didn't move.

Said a Majestic official, following the recent executive shake-up in the Grigsby-Grunow Co., We are all through trying to move refrigerators as we sell radios, and have decided definitely to merchandise refrigerators the way it is done by other concerns in the industry. Majestic will very definitely be a factor in 1932 and will be making all the necessary moves in a really big league

Further recognition of the formula has recently been provided by the Edison General Electric Appliance Co., which has just announced an ambitious electric range merchandising campaign for 1932. They will, according to President George A. Hughes, "follow closely the plan of development which for the past four years has aided the sales for electric refrigerators."

'Farthest North'

Today the sales formula developed by the electric refrigeration industry is apparently credited in many quarters with being the most significant development of specialty selling yet devised, the 'farthest north" in merchandising methods.

Some day a new set of sales executives will undoubtedly rise to the foreground with a new set of ideas which will eventually be evolved into a new formula. Possibly it may be better than the one now being used so successfully by the refrigeration industry.

But today the wise manufacturer with a home This formula is used, with only slight variaappliance to sell is either trying to reorganize his even have electric refrigerators, and we will show him one of the highest rated tions, by all of the manufacturers who have been own distribution set-up in order to put into practice the successful refrigeration sales formula, or is States. seeking to get refrigeration distributors and dealing the formula, to handle his product as a companion merchandise line.

GLEANINGS

Use of Electricity Increases

OMESTIC use of electrical energy continues to increase so does the use for commercial lighting and small power, as well as for municipal lighting. Every one of these items was larger during the first eight months of 1931 than in the same period of 1930; compared with 1929 the increase is even more pronounced; in the case of domestic service it is striking, for it amounts to nearly 24 per cent in two Viewed in detail, the formula becomes complex. | years. Response to reduced industrial activity appears in only one major item, wholesale power and light. Decreased use of energy for street and interurban railway operation must be ascribed, in part at least, to other causes.- Elec-

Letters from Readers

You Can't Beat This For Home Town Pride

Lafayette Levan Porter South Bend, Ind.
Dec. 16, 1931.

Sir I was dumbfounded to read in your Oct. 28, 1931, issue of Electric Refric-ERATION News an article on Greencastle, Ind., under the heading "An Editor on Wheels," by George F. Taubeneck.

What right someone who happens to be an editor, has to make such an unmitigated series of mistatements, is something I have often wondered about (excuse poor construction, but that at least is not as bad as erroneous com-The impression which one would gain from the item in question, is a false one.

May I ask you, please, to ask the editor where he obtained the information

upon which he based his silly remarks?
The enclosed item from the Greencastle paper, while slightly vitriolic, expresses, I am fairly confident, the feeling of most of the citizens of Greencastle, and of all those of Indiana who know Greencastle. And the concluding remarks echo the feelings of any one who asks for fair play even from so

infallible a creature as an editor.

Why do so many people make statements concerning things upon which they are either poorly or totally uninformed?

The fair thing to do would be to send the editor to Greencastle and instruct him to write another article quoting the one in question and telling his readers the actual conditions.

L. L. PORTER.

The following article is quoted verbatim from the front page of The Daily Banner ("It Waves for All"), of Greencastle, Ind.:

A FOREIGNER'S COMMENT

Copies of the ELECTRIC REFRIGERATION News, edited by one George F. Taube-neck of Detroit, have been received here. Its editorial policy is to encourage development of art, to promote ethical practices in business, to foster friendly relations, etc.

This sheet does everything else but what its editor, who ever and whatever his nationally is, expects it to do, so far as Greencastle is concerned.

An item by the "Editor" about Green-

castle says:
"The Hoosier village spirit reposes in

its own body at Greencastle.
"Overhanging rows of old shade trees. rolling dirt street, cinder paths inter-rupted by short stretches of brick sidewalk, sagging frame dwellings, cows tethered in backyards, woodsheds, a public square, and bedraggled store fronts which have the appearance of perpetual rainy weather—Greencastle in tabloid.

"DePauw university, a mellow old school with an admixture of doddering old buildings and efficient new structures, of puttering relicts of classical seminars and young educators on the make, is Greencastle's chief institution and main topic of conversation "Kampus-kut klothes, un

undecorous rites and rowdyism—which have dis-appeared from the campuses of larger universities, thanks to the ridiculing of Hollywood—still thrive in Greencastle."

Why anyone would make such a state-ment against our city is a mystery. We wonder how he expects to sell us electric refrigerators, or to even come to Greencastle if we know he is here, after making such insulting remarks about the best city in the world, which in-

cludes Detroit.

We would suggest that Mr. Taubeneck come to Greencastle some time and we will show him a modern city, with paved streets, modern business houses. some of the finest homes he ever saw, so far as a "home" goes, some of them universities. DePauw. in the United We cordially invite this "big city guy" to come out to Greencastle and see some real American citizens. The kindest thing we can say about

this fellow is that he is either ignorant or is just a plain, d-

Editor's Note

We take off our hats to the citizens f Greencastle. Theirs is home town of Greencastle. loyalty plus.

For a year and a half now we have been whizzing around the country, giving various cities and towns the quick once-over during the course of newsgathering trips, and setting down our random impressions of these places.

The impressions have been both good and bad, depending partly, perhaps, upon our digestion, the weather, and the degree of civility with which the porter pulled us out of the berth.

In spite of the fact that we have taken verbal pokes at dozens of cities in various and sundry parts of the land, citizens of only two have risen up in righteous wrath to defend the honor of The Best City in the World. The first was Boston. And now Greencastle.

It seems fitting that these two strong holds of culture and tradition should be

thus coupled. Oddly enough, what citizens of both places objected to was a description of their strongest points.

In this day of standardization and efficient city planning, of artificial splendor and man-made landscapes, it isn't every city that can boast of over-hanging rows of old shade trees, cinder paths, quaint old frame dwellings, and a mellow old school.

Thousands of Americans cross the Atlantic every year to see in Europe what are precisely the salient features of Boston and Greencastle: mellowness, quaintness, the tradition of classicism, dignified leisure, ribald students, the veneration of antiquity and maturity, and the quiet grandeur of a ripe old

In Europe one finds also the keen sectional feeling and sharp loyalties which are manifested in the home town pride of Boston and Greencastle. Hats off to these oases in the American desert

We Lose a Subscriber

Publisher:

Please discontinue my subscription. Who is responsible for the blue form letter which in these times threatens to increase subscription for your paper? C. H. BAKER,

312 Mt. Prospect Ave., Newark, N. J.

Why the Rates Are Going Up

Business News Publishing Co. 550 Maccabees Bldg. Dtroit, Mich.

Dear Mr. Baker: Referring to your note on subscription blank requesting that your sub-scription be discontinued, we assume

that you do not want this action taken until the expiration of the period for which you have made payment. Your subscription does not expire until April May I call your attention to the fact

that, since September, ELECTRIC REFRIG ERATION News is now issued every week instead of every two weeks? Subscribers will, therefore, receive 52 issues instead of 26 during the year. We were convinced that this increase in the service was necessary on account of the growth of the refrigeration industry. A great many subscribers have urged us to issue the paper every week and there were many demands for more rapid news service.

We realize that "in these times" the tendency of prices is downward, but electric refrigeration represents one of the few industries which have defled the general trend. This industry has been moving onward and has continued to pile up new sales records in spite of the general business depression. We of the general business depression. We have undertaken the job of serving this industry and must plan our course ac cording to its needs and without regard to the conditions in other fields.

We do not believe that it is mere luck that the electric refrigeration business has continued to forge ahead, contrary to the general trend. This industry to the general trend. This industry has a new service to offer, one very much needed by the public, an appliance which saves time, promotes health, is economical, etc. The industry has had faith in its product, has advertised it widely, sold it aggressively and worked unceasingly to gain public good will. We believe that many other industries might have profited by the use of similar methods

By the same token we have made By the same token we have made every effort to provide a worth while service to the industry and have not spared time or expense to provide a needed service. We have not been con-tent that ELECTRIC REFRIGERATION NEWS should be "good enough" but have conshould be "good enough," but have con tinued to improve it. During the past two years we have doubled the number of people on our staff, doubled our office space, increased the number of sues and greatly widened our field of influence

Certainly we do not intend to be frightened into reducing our operations simply because of the inability of others to solve their problems resulting from depression conditions.

Referring to the subscription letter, please note that the purpose of this letter was to offer all of our old subscribers an opportunity to extend their subscriptions for another year or even three years, at the old rate of \$2.00 per year. We appreciate the interest and appreciate the interest and loyalty of these old subscribers and we want them to continue their subscrip-tions at the old rate regardless of the increased expense of serving them, due to the enlargement in the editorial program. You will be interested to know that the orders are coming in from old subscribers every day, indicating their appreciation of this offer and their desire to receive the paper regularly. We sire to receive the paper regularly. We have hundreds of subscribers paid up through 1932 and 1933 and some even beyond those years.

I trust that this letter will explain

our viewpoint.

F. M. COCKRELL, Publisher.

BRANCH SHOWS VALUE OF OIL BURNER SALES

By Phil B. Redeker

DETROIT -- Sales of Torridheet oil ourners by the Kelvinator Corp. of Deoit, factory branch distributor of Kelinator refrigerators for this territory, otaled 12 per cent of the volume of ousiness contracted by the organization between Sept. 15 and Nov. 30, accord-ing to H. B. Barber, sales manager. The Kelvinator Corp. of Detroit took on the line of Torridheet oil burners Sept. 15 as an experiment in compan-ionate merchandising.

Mr. Barber sets himself out as being highly pleased with the experiment, principally "because it bolsters the morale of the sales personnel and gives them a new interest over the winter months, and because the oil burner sales make a nice increase in the volume of business contracted."

Ninety per cent of the sales made came through a "cold canvass" on a select prospect list, the opening sales not being made to friends or factory or business associations, Mr. Barber states. Lists of prospects for refrigerators, selected with reference to their situa-

tion and income, are used.

Mr. Barber has found that his "key men and sales supervisors were the quickest to learn the sales story, and consequently his nine sales supervisors and special salesmen were the first to sell the new product.

Mr. Barber points out, however, that 80 per cent of the volume of oil burner sales for the two and one-half months period has been contributed by single orders, that is, one sale by each man

selling. He believes that any salesman who has had a year's experience in the re-frigeration industry can learn the sales

"The story has the range and the color of romance that characterizes the sales argument for refrigerators," he

While the public seems pretty well sold on the obvious advantages of the oil burner method of heating with its automatic operation, cleanliness and efficiency, two great points of sales re-sistance remain in the matter of a slight-ly greater fuel expense, and the tales of inefficient operation which have re-sulted from installations of oil burners in antiquated or defective heating systems, Barber states.

HARTFORD, Conn.-Kelvinator-Rack cliffe Co., newly-appointed distributor for Kelvinator refrigeration in northern Connecticut and western Massachusetts, has opened showrooms at 257 Asylum t., here, and 26 Main St., New Britain. Verne Hagel, formerly of Detroit, has been named manager of the Hartford

The company is a division of the Rackcliffe Bros. Co., Inc., of New Britain, of which Frank E. Rackcliffe is president, Fred O. Rackcliffe, vice president and secretary, and Charles W.

LIVE SANTA CLAUSES USED IN KELVINATOR BILLBOARDS condensing unit is located in the cab-

SEATTLE. Wash.-Real live Santa Clauses in their billboards are a feature of the Christmas merchandising of the Standard Furniture Co., Kelvinator distributor here, and in western Washing-

ton.

The company has hollow glassed-in

Welvingtors along boards for displaying Kelvinators along the main highways of the city, and prior to Christmas has hired "Santas" to sit in the windows, bowing and waving to children as they pass.

BUYS OUT STORE

CLEVELAND - Roy Cochran, for 1932 tion Co., General Electric distributor in northern Ohio, recently bought out the Grove Electric Co. at Ashtabula.

Ka JI (A)

Condensing Units Small Domestic to Large Commercial Capacities



WRITE FOR FULL INFORMATION TO **KULAIR CORPORATION** PHILADELPHIA, PA.

Latest Promotions In Kelvinator Ranks







William S. Race (left), Kelvinator assistant advertising manager, will become Northern California district manager on Jan. 1. Hayden N. Hill (center), will succeed Mr. Race, and O. A. Norman will take Mr. Hill's position as director of outdoor advertising.

Order Your Copy of the Directory

The 1932 Refrigeration Directory will soon be in the final stages of preparation. This buyers' guide will consist of more than 300 pages, 6 by 9 inches, bound in cloth—loaded with facts, figures, names and addresses of great value to every company individual in the industry.

The price after publication will be \$2.00 a copy. Until this hand-book goes to press (about Jan. 20), advance orders are being accepted at the special pre-publication price of \$1.00 a copy.

Order your copy today and there-

(1) Make sure you have on file complete buying information and the latest statistical data as soon

(2) Save \$1.00

KELVINATOR - RACKCLIFFE FIVE COPELAND MACHINES OPENS 2 NEW SHOWROOMS BOUGHT FOR MORSE HOME

CHICAGO-The newly completed 24room modernistic home, in Lake Forest. belonging to Col. R. H. Morse, chairman of the board of Fairbanks, Morse & Co., contains five Copeland electric refrigerators. All the refrigerators, located erators. All the refrigerators, located at different points in the home, are operated by a single Copeland W con-densing unit installed in the basement of the home.

A large unit cares for needs in the kitchen; another in the basement contains provisions stored until they are needed. Three others are installed in the men's service and tavern, to provide convenience for guests.

In the apartment of the six-car garage is a Copeland model P-551 in which the

NEW COPELAND DEALER NAMED IN CHICAGO

CHICAGO-The Chicago branch of Copeland Sales Co. has employed a new metropolitan dealer, the Ice-O-Matic Sales Co., at 2216 S. Michigan Ave.

C. W. Thayer is head of the specialty organization which operates as the Ice-O-Matic Sales Co.

CONTRACTS for

(METHYL CHLORIDE) . . are now being made. Let us quote on your requirements.

Stability, ease of handling, noncorrosiveness and high opera-tion efficiency make ARTIC the ideal refrigerant for both household and commercial units

Write for Information

ROESSLER & HASSLACHER CHEMICAL COMPANY Empire State Building New York, N.Y

REFRIGERATION USED TO COOL DEVELOPERS

DETROIT-The photographic firm of Robinson and Phillips, here, has recently installed Copeland electric refrigeration as a means of cooling developing tank solutions.

The Copeland unit is located in the basement, where it cools a tank of water, the water being circulated through copper tubing in the developing tank to cool the solution. There is a switch at the developing tank for controlling the circulating pump, as well as a water valve for controlling the water flow.

Capacity of the cooling tank is about 15 gal. of water at 30° F., which is circulated as needed to hold the developing solution at 70° F.

Electric refrigeration answers a very "Electric refrigeration answers a very definite need in the photographic developing and printing business," states C. P. Phillips. "There should be a big field for this type of installation. In fact, large supply houses are now looking for something of this kind to recommend to their trade, a representative of one such house having recently visited our plant to inspect the installation of Copeland equipment." lation of Copeland equipment."

WESTINGHOUSE DEALER OPENS

LOUISVILLE, Ky.—The Electrical Appliance Co., Lexington, Ky., held the formal opening of a new display room at 222 E. Main St., on Dec. 14.

DISPLAY ROOM

J. W. Crossley is manager of the company, which deals in Westinghouse refrigerators and other Westinghouse products. Four salesmen, F. D. Phillips, Hugh Sowards, Ed Rolland and Joe Marsh will assist Mr. Crossley in sell-

A service department will be under the supervision of F. H. Barry.

Bureau Sells 166% Of Month's Quota

OMAHA, Nebr.—Sale of 176 re-frigerators, or 166 per cent of quota during the month of November, is reported by the Electric Refrigeration Bureau here.

For the first 11 months of this year, the bureau sold 2,933 units of all makes, or 110.7 per cent of the N. E. L. A. quota.

The Purest Sulphur Dioxide

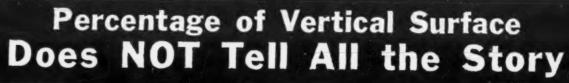
EXTRA DRY

Refrigeration Grade. Pure, easy to handle, does not deteriorate. Guaranteed not over 50 parts moisture per million.

Prompt shipments from own or agents' stockall over U.S.A.

VIRGINIA SMELTING COMPANY

131 State St., Boston





Then Why Try to Use the Same Size Evaporator?

Suppose you had two refrigeratorssame size, same make, same insulation -one in Miami and one in Minneapolis. The Miami box would certainly be subject to greater outside temperature and consequently greater heat loads. Therefore, you compensate by installing a larger compressor.

But what about the evaporator? It is subject to a greater heat load, too. The amount of surface of the box is but one consideration in determining the correct evaporator size—outside temperatures (as well as insulation) must also be considered.

McCord Evaporators, because of their unit assembly construction, give you your greatest opportunity of approaching the ideal in meeting surface requirements in any given bunker at various heat loads. The fact that only 36 sizes permit 297 combinations avoids the need for supplying a unit 'near enough" because the exact size is not in stock or available.

If you have not received your copy of the McCord Evaporator Catalog send for it. And on your next job, whether in Duluth or Daytona, use a McCord Copper-Fin Commercial Evaporator.



Little Stories of Interesting PEOPLE In the Refrigeration Industry

THE EXPANSION VALVE

Little Stories of Interesting IDEAS In the Refrigeration Industry

Hawkins on Salesmen

Not long ago we heard Norval A. Hawkins, formerly sales manager for the Ford Motor Co., give his own ideas on what caused the depression and what might be done about it.

And during the course of his razzing of leaders in general and bankers in particular he told a couple of good stories about salesmen.

One was in illustration of his point that selling should be selective.

Hawkins says that if there are only 700 counties (this is an imaginary figure) in the United States in which \$5,000 automobiles can be sold profitably, there's no point in establishing a nationwide dealer organization just so one can stick a lot of pins in a map.

"One day when I was with Ford," relates Hawkins, "a boy brought up a card which bore this simple legend: 'Mr. Dickinson, New York.' That was all. Not F. G. or A. B. Dickinson, but Mr. Dickinson. No firm name. Apparently he was THE Mr. Dickinson.

"Naturally curious, I had the boy show him up. He was so well dressed that I can't remember what he had on.

"Without wasting a moment he laid down five letters and asked me to read them in order. I did.

"One was from my personal physician, stating that I was an excellent insurance risk, the second bore the signature of my surgeon and corroborated the statement of the first, and the third was signed by the life insurance company's head doctor, who declared that the first two letters were indubitable proof that I was physically sound.

"Gentlemen, I felt like a new man. "The fourth letter was signed by the president of the life insurance company, and the fifth was the salesman's personal appeal to me.

"It was the best sales presentation I had even seen. I sold myself on the company and the salesman."

Hawkins points out that most of the salesman's work had been done before he came. He checked up on his pros-pect's physical condition, checked up on his financial resources, had all the facts in hand, and then put them in dramatic form.

Another story of a successful sales-man related by the former Ford sales manager is that of Benny Hoffman of Philadelphia who, under Mr. Hawkins, earned \$13,000 in commissions during one year of selling Ford cars.

The latter had one rule. It was this:

He never called on a prospect more than twice.

If he couldn't get his story across on two visits, he felt his percentage of getting a sale on a third or fourth or fifth attempt was small. Each time he got a "no" reduced his efficiency just that much more.

If he failed to land the order, he sent a blonde boy around-somebody with a different physical setup (to draw different reactions) and with a new line.

Ford, Elbert Hubbard

Manufacturing is simply a process of converting capital, declares Hawkins.

The manufacturer takes money, converts it into plants, raw materials, ma-chines, men. He has neither gained nor lost until he sells the goods he makes with this capital.

Profit or loss, then, depends on salesmanship.

To illustrate he tells about a visit Elbert Hubbard paid to the Ford plant

Ford, Hawkins, and Hubbard finally arrived at the end of the assembly line after a trip through the factory. At this point they watched Ford cars coming off the line at the rate of one every

"Isn't that wonderful—a brand new car every 30 seconds?" asked Mr. Ford,

Hubbard agreed that it was.

"But," said Hubbard, and he leaned over to whisper in Mr. Ford's ear, "it's much more wonderful that you can sell one every 30 seconds."

Return of Prosperity

Mr. Hawkins places most of the blame for the slump on over-expansion and over-extension of credit.

"Mergers and over-capitalization," he declares, "resulted in the sale of stock They Bowled the Bakers Over

-By George F. Taubeneck-



After defeating the Awrey Bakery Boys twice in a row in pin-toppling matches, the Kelvinator Girls' Bowling Team was given this cake by the bakers. Left to right are the six members of the Kelvinator team surveying the cake: Phyllis Harris, Sadie Chase, Helen Munsell, Eunice Lidgard, Rosalie Seibert, and Stella Hastings.

they are still obliged to pay.

"Installment selling may have its advantages, but a large proportion of sales are made to people unable to carry a heavy burden of debt. Growing debts heavy burden of debt. Growing debts usually lead to repudiation, which would be the most serious thing that can happen to business.

"Taxation has created a state of legalized larceny. Twice as many people as necessary are employed in government work. A reorganization of the political machine on the basis of an industrial operation would eliminate this surplus."

He also mentions lax banking and securities regulations, unemployment, war debts, prohibition, and the tariff as contributing factors to backward busi-

Mr. Hawkins makes the following pro-posals for assisting the return of prosperity:

1. Seek lower costs by perfecting the technique of manufacturing.

2. Concentrate on profitable markets. 3. Study potential buyers, discounting the figures to meet today's depressed

4. Qualify buyers so that efforts are concentrated on people who are logical

5. Spend advertising and promotion appropriations on a territory only justiied economically

ded economically.

6. Turn attention to salesmanship.

of America to absorb goods, the effectiveness of advertising. The imagery

organization.

7. Look to your line. Longer product lines are needed in luxury goods, but utilitarian lines should be cut to the

8. Direction by management. Thinking executives were never more at a



9. Adjust prices to changes in pur chasing power and price trends.

Use every chance to refinance at present favorable rates.

11. Regard labor's wage as the first

charge on productive industry. The lost day of labor can never be replaced. 12. Of all the elements, the most important in redeeming markets is imagination. Imagination explains the power

to employes of the companies at peak man an organization with proper salesprices by the installment plan, on which men. Select and train them to fit your in the mind of the masses so that America has been encouraged to produce more than any other nation in the world.

That Indian Yarn

In the Dec. 2 "Expansion Valve" we told a story about an Indian rug-maker. At that time we couldn't remember where we heard it.

Walter Daily, manager of the sales promotion division of the General Electric refrigeration department, comes to our rescue with this letter:

Electric Refrigeration Department. General Electric Co. Cleveland, Ohio.

Dec. 9, 1931.

Dear George:

The story of the three-year guarantee, wrich appeared in the Dec. 2 issue of ELECTRIC REFRIGERATION NEWS, refers to an article which was published about

wo months ago in the New Yorker. The complete story is as follows:

"A certain Indian belonging to the Tesuque pueblo has earned quite a name among the visitors because he weaves rugs to order. He copies any design one brings him, more or less.

"T'e lady who tells us of this was adventuring West, heard about him, took him a magazine and told him she wanted the design on the cover woven

"It was rather an elaborate cover but

old Tesuque, which is just our name for him, grunted and said 'Twenty dol-lars now, fine rug done in five days.'

"On the fifth day the lady returned a-twitter with anticipation. Old Tesuque grunted and brought out and unrolled the rug before her. It bore a four-foot replica of a General Electric refrigerator with the words, 'Three Year Guarantee' and all.

"Tesuque explained no could do heap big picture on cover, but find him heap big picture inside much better."
W. J. Daily,

Mgr. Sales Promotion Division.

Happy Family

Once or twice before we have remarked upon the spirit of brotherhood which seems to prevail whenever Kelvinator executives get together.

Last week we had an opportunity to see practically the entire Kelvinator headquarters family, including wives, gathered together under one roof for a party.

Men from the shop, from the engineering department, from the various divisions of the sales department, with wives and sweethearts, were seated around a couple of dozen long tables on the third floor of the Kelvinator factory out on Plymouth Road.

They were playing Keeno. Proceeds went to charity. And even though the group was large, the atmosphere was charged with friendship and informality.

We didn't see a single introduction made all evening. Apparently every-body knew everyone else.

Among those present and playing— with considerable gusto—were President George Mason and Vice President Henry

Ruthenburg Gazes Into the Crystal

President Louis Ruthenburg of Copeland, who is also chairman of the re-frigeration division of the National Electrical Manufacturers Association, is not only a distinguished thinker, but has the faculty of expressing his cerebrations in unimpeachable diction.

One becomes more impressed with his serviceable vocabulary and ready manipulation of it every time one hears him

At first glance the Ruthenburgianisms quoted below may not seem remarkably stated. But just for fun we suggest that you try to state these thoughts more accurately and adequately. If you can, you're good!

"General conditions these past two years have been strikingly similar to conditions encountered in earlier periods of subnormal activity.

"We all realize that a rather small percentage increase above that we call normal business volume brings pros-perity, and that a rather small percentage decline below normal, means depression.

"As soon as business resumes a normal trend, the refrigeration industry probably will enjoy a considerably increased rate of growth. The replace-ment market is not yet a serious factor, and may not become particularly interesting for several years more.

"We do not know how long it will take to consume the annual refrigeration crop-likely it will have a long re-placement cycle-worse luck!

"So far, we haven't found out how to obsolete existing refrigerators by in-troducing self-starters or closed bodies. The electric refrigerator was born with

"Our future is before us and it looks very interesting. The public utilities want to sell more electric current, so they help us most effectively to sell electric refrigerators.

"We might continue indefinitely to examine the various industries of the country with respect to their peculiar behavior in the depression.

"Mail order houses, department stores, the food industries, the beverage business, amusement activities, the building industries and many other American in dustries all have interesting and greatl varying records since the peak of 1929 was attained.

"Individual business enterprises with-in each industry display interesting variations from the general trend of the industry in which they are component

"All of these surveys considered collectively, would lead us to the same conclusions; namely, that the major forces which operate during periods of subnormal industrial activity are quite similar in each successive subnormal period; that a given industry may behave very differently in one subnormal period than it did in an earlier similar period; that the relationship of a given industry to the fundamental growth formula an important bearing upon its behavior with relation to general business ten-dencies; and finally, that the opinion of any single individual or of any small group with reference to the behavior of industry in the present depression must not be considered too seriously!"

At Louie's Place in St. Looey



Contestants in the Frigidaire Christmas campaign being conducted by the Del-Home Light Co., Frigidaire distributor in St. Louis, recently enjoyed all the comforts (but none of the stimulants) of an old-time barroom at a party in the company's warehouse. Left to right in the above picture are B. Eddings, R. C. Ridgon, J. H. Tenge, F. R. Rice, J. Horwitz, R. Miller, and E. J. Wiehen.

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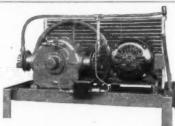
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Business News Publishing Co., 550 Maccabees Bldg. Detroit, Mich.

West Coast Highlights



June Purcell, radio star, recently presented a Holbrook refrigerator to charity. She is shown here with Mayor Porter of Los Angeles.

LEONARD MAN RECOVERS

DETROIT-R. R. Ludington, corre-

REQUESTS FOR INFORMATION

Readers who can be of assistance in furnishing correct answers to in-quiries, or who can supply additional information, are invited to address Electric Refrigeration News, mentioning query number.

Automatic Back Pressure Valve Query No. 612—"What company in the southern states is bringing out a new automatic back pressure valve?"

Answer—American Refrigerator Car Co., 252 Halcyon Arcade, No. 4, Miami,

Fan Wheels for Compressors
Query No. 613—"Please give us the
name and address of a manufacturer of
pressed steel sheave-fan wheels for compressors.'

Answer—Cope-Swift Corp., 247 Mc-Dougall Ave., Detroit, Mich.

Superior Refrigerator Parts

Query No.614—"Where can I buy parts or the Superior electric refrigerator?" Answer—Chicago Refrigeration Service Co., 217 E. Illinois St., Chicago; Tigar Corp., 211 Second St., Chelsea, Mass.; Iceless Refrigeration Accessories Co., 2401 Chestnut St., Philadelphia; Refrigeration Service, Inc., 3109 Beverly Blvd., Los Angeles, Calif.

Metal for Shaft Seals Query No. 615—"Who manufactures a metal for shaft seals, under the proprie-tory name of 'Sabeco' metal?" Answer-Fredericksen Co., Saginaw,

Company Names, Addresses Query No. 616—"Will you please fur-nish us with the full names and ad-dresses of the following concerns: Automatic Refrigerator; Canton Refrigerators; Central Machine; Kohlenberger Engineering; Iceaire; Iceberg; Mitycold; Studner Brothers; Super Oil Heater Warner Steel Products?"

Answer—Automatic Refrigerator Corp.
221 N. LaSalle St., Chicago; Canton Refrigerators, Inc., 250 W. 49th St., New York; Central Machine Co., 1050 Mt. Elliott St., Detroit; Kohlenberger En-Elliott St., Detroit; Konlenberger En-gineering Corp., 805 S. Spadra St., Ful-lerton, Calif.; Iceaire Corp., Durand, Mich.; Iceberg Mfg. Co., Gardner, Mass.; Mitycold Corp., 839 Society for Savings Bldg. Cleveland, O. Studner Brother Inc., 245 Fifth Ave., New York, Super Oil Heater Sales Co., 613 Con-necticut Blvd., E. Hartford, Conn.; necticut Blvd., E. Hartford, Conn.; Warner Steel Products Co., Ottawa,

Parts for Holmes Refrigerator Query No. 617—"Where can I pur-chase parts for the Holmes electric refrigerator?"

Answer-American Hardware Stores Fairfield Ave., Bridgeport, Conn., and Standard Steel Co., West Haven, Conn.

ANSWER TO BACK QUERIES

Answer to Inquiry No. 602-G. & O. Mfg. Co., 138 Winchester Ave., New Haven, Conn., is equipped to supply copper finned tubing.

FRIGIDAIRE SCHOOL HELD AT COLUMBIA, S. C.

COLUMBIA, S. C.-A Frigidaire school was conducted here Dec. 7-8, with R. O. factory representative from Dayton, Ohio, in charge. Approximately 35 ice cream men and dealers from all over South Carolina were in attendance on the opening day.

THE CONDENSER

ADVERTISING RATE fifty cents per line (this column only).

line (this column only).

SPECIAL RATE is paid in advance

Fositions Wanted—fifty words or less, one insertion \$2.00, additional words four cents each. Three insertions \$5.00, additional words ten cents each. All other classifications—fifty words or less, one insertion \$3.00, additional words six cents each. Three insertions \$8.00, additional words six cents each. Three insertions \$8.00, additional words sixteen cents each. REPLIES to advertisements with box numbers should be addressed to the box number in care of Electric Refrigeration News, 550 Maccabees Building, Detroit, Mich.

POSITIONS AVAILABLE

WANTED—Man experienced in design and construction of all types of commercial cabinets and display cases in conjunction with electric refrigeration. Give complete details as to education, past experience, references and salary expected in first letter. Box 402.

POSITIONS WANTED

TEN YEARS' mechandising electrical refrigeration. Thirty-five years old. Exceptional analytical ability. Dynamic and intensive in operations. Exceptional personal sales ability, leadership and ability to attract most successful men in industry. Now district sales manager, national organization eastern territory. Could open up 10 highest class distributors next 30 days. Now available. Box 395.

available. Box 390.

SERVICE MANAGER, experienced, capable and energetic. Six years' experience in domestic and commercial refrigeration. Accustomed to handling sales and service engineering problems, directing installation, field service, shop service, maintaining stock room and delivery. Accustomed to handling men and getting enthusiastic cooperation. References. Box 389.

REFRIGERATION expert, until recently employed with leading refrigeration corporation as manager and field engineer for Latin America, offers his services for similar position. Economical reasons induced the former employing concern to reduce export force. employing concern to reduce export torce. Advertiser is good merchandiser, has trained service and sales forces for foreign distributors and initiated commercial and household refrigeration markets and outlets. Salary according results. Best references. Several languages. Although employed, available immediately. Box 401.

BUSINESS OPPORTUNITIES

spondent of the Leonard Refrigerator Co., has returned to his desk after a BUSINESS OPPORTUNITY—Wanted part-ner who has sales ability to act as sales three weeks' seige in the hospital, fol-lowing an automobile accident which manager in plant manufacturing commercial occurred as he was driving from Ann refrigerating equipment. Must have capital to invest in business. Box 400.

LAST CALL!

Only a few more days remain to take advantage of these money-saving offers before subscription rates go up.

These Offers Expire Dec. 31, 1931*	Refrig Ne (Is:	ctric eration ews sued ekly)	Food (Is	gerated News sued athly)	Both Electric Refrigeration News and Refrigerated Food News			
subscription (U. S. & Posses-	1 Year	3 Years	1 Year	3 Years	1 Year	3 Years		
sions and Pan-American Postal Union countries).	\$2.00*	\$5.00	\$1.00	\$2.50	\$2.50	\$6.50		
or more subscriptions, paid in advance, U. S. only, each	1.75	4.50	.95	2.40	2.25	6.00		
10 or more subscriptions, paid in advance, U. S. only, each	1.50	4.00	.90	2.30	2.00	5.50		
20 or more subscriptions, paid in advance, U. S. only, each	1.25	3.50	.85	2.20	1.75	5.00		
50 or more subscriptions, paid in advance, U. S. only, each	1.00	3.00	.80	2.10	1.50	4.50		
1 subscription (Canada)	5.00		2.00		6.00			
aubscription (All other countries)	3.00	7.50	1.50	4.00	4.00	10.09		

*Effective Jan. 1, 1932, subscription price of ELECTRIC REFRIGERATION NEWS

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